

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CX, No. 7

NEW YORK, FEBRUARY 12, 1920

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Richmond
CLOSED CROTCH
UNION SUITS
PATENTED OCTOBER 8th 1912

First, the foundation
—then, the house



GOOD-DRESSERS dress "from the skin out." They start with the underwear. For they know that the finest suit-of-clothes in the world hasn't a chance if it has to ride over baggy, buncy underwear.

That, briefly, is the copy-thought behind the Atlas Underwear Company's newspaper campaign, which, incidentally, has won the enthusiastic support of jobbers and dealers the country over.

Advertising Headquarters is helping build a bigger Richmond Union Suit business—from the skin out; with advertising laid on the right foundation.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

What Farmers Will Buy in 1920

Rugs
Shoes
Tools
Linen
Carpets
Watches
Clothing
Hardware
Silverware
Toilet Soap
Tooth Paste
Shaving Soap
Kitchen Soap
Food Products

Of course the subscribers to Standard Farm Papers will buy automobiles, tractors, trucks, electric light plants and other equally expensive equipment for their farms.

But, there is a host of other things our readers use every day of their lives running in cost from a few cents upwards. Alongside is a list of just a few.

The manufacturer of any of these articles can deliver his most effective and economical sales message through the Standard Farm Papers to one million leading farm homes throughout the United States.

The Standard Farm Market

(Over One Million Farm Homes)

The Ohio Farmer

Established 1848

The Wisconsin Agriculturist

Established 1877

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

Wallaces' Farmer

Established 1895

The Michigan Farmer

Established 1843

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1892

Hoard's Dairyman

Established 1870

Progressive Farmer

Established 1886

Birmingham, Raleigh,
Memphis, Dallas

Western Representatives

STANDARD FARM PAPERS, INC.,
Conway Building, Chicago



Eastern Representatives

WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CX

NEW YORK, FEBRUARY 12, 1920

No. 7

Training Men to Handle a Diversity of Products

Resourcefulness and Enthusiasm Qualities Most Necessary to Success—
How They Are Developed in Men, by Well-Known Sales Manager

Based On An Interview by Roland Cole, With

Adrian D. Joyce

President of The Glidden Company, Cleveland.

IT was a small town in Texas. A salesman had been trying to persuade a dealer to put in a line of products. The salesman had tried before. But the dealer, cold, unresponsive, only shook his head and walked away. This salesman's sales manager wrote and asked, "Why don't you land that dealer?"

"I can't do it," wrote back the salesman.

The next time the salesman made that town, he found his sales manager there waiting for him. Together they called on the dealer. All day long they tried to arouse his interest. He kept asking the price of certain articles and saying it was higher than the goods he was handling. At the end of the day they had made no progress.

At the hotel that evening the salesman said: "You see how hopeless he is. There is no use wasting any more time on a man like that. We will never get him. Are you convinced?"

"You are going to land him tomorrow," said the sales manager, as he bid good-bye to catch a train for Fort Worth. "I will write you a letter to-night which you will receive to-morrow morning. It will be marked 'Personal.' After you read it, call on the dealer, express your disap-

pointment at our failure to land him to-day, and then let him read my letter to you, as though in confidence. Good-bye, and congratulations."

The letter the salesman received the next morning read something like this:

"I regret we could not show Mr. Blank where our merchandise, though higher in price than that he is handling, would make more money for him because of the larger sales volume he would get with the help of our advertising and co-operation. He is a shrewd buyer and by all odds the most progressive and intelligent dealer in town and has the leading store. I feel that the fault was mine in not being able to make him see our proposition, as I was tired from a long journey and far from being myself. I suggest you try to get the second best dealer and after he has our line we will get behind him and try to make him the leader. I am sorry we have to do this, because Mr. Blank is a fine man, and I would like to see him double his business with our line."

With this letter in his pocket, the salesman called on the dealer, ostensibly to say good-bye. Casually, he referred to the letter. The dealer's curiosity was aroused to know what the sales manager

Table of Contents on page 210

said about him: The salesman offered to let him read the letter in confidence. As soon as he read it, the dealer's attitude changed. He said: "Now, I'll tell you why I didn't give him my order. I did not want him to think that he could sell me after you had failed. I believe in giving the salesman the credit." And he made up his order on the spot!



ADRIAN D. JOYCE, PRESIDENT OF THE GLIDDEN COMPANY

The sales manager in this story was Adrian D. Joyce, and the incident happened ten years ago. The qualities of resourcefulness and persistence which he displayed on this occasion have contributed in no small way to the success he has since attained.

QUALITIES THAT SPELL SUCCESS

Joyce is a student of men. He looks for material everywhere. He judges men according to his own standards, and the opinions of other people, favorable or adverse, do not count with him. The

qualities he seeks are: first, hard work; second, enthusiasm; third, resourcefulness; fourth, receptivity. As might be expected, he possesses these qualities himself to an unusual degree. Those who know him best say he is one of the ablest sales executives in the country. He is tall and slender, slightly stoop-shouldered. He bears none of the ear-marks of the

Bismarck of business. He is kindly, quiet, unostentatious. Glanced at casually one might think him, well—inoffensive. Yet he is a born organizer and handler of men.

Where did he come from? Where did he acquire his special ability, his genius for sales and organization? Perhaps he drew it out of the soil, for he is a farmer's boy who began his career teaching school. Then he hired out to a dealer in agricultural implements and tried his hand at selling implements and fertilizers to farmers. This brought him to the attention of Swift and Co., and he went to work for them in Chicago. By devious ways he worked around to the paint and varnish field,

where for eighteen years he made his mark as a salesman, then sales manager and finally chief sales executive for one of the largest paint concerns in this country. Two years ago he and a few others assumed control of the Glidden Varnish Co., with headquarters at Cleveland, Ohio.

The experience of such a man embraces much that is of value to sales managers and advertising men. How have modern advertising methods affected the salesman's work? To what extent do the modern devices of the educa-



When Your Market Must Be Ambushed

"A Dress Suit And A Shave Won't Do It"
 "Do You Sing In Your Bath?"
 "When Two Wives Meet"

**NUJOL newspaper
campaign now run-
ning in -**

New York	Buffalo
Chicago	Washington
Philadelphia	Pittsburgh
Detroit	Milwaukee
San Francisco	Atlanta
St Louis	Richmond
Baltimore	New Haven
Cleveland	Portland
Cincinnati	Seattle
Kansas City	Denver

**and over 200 other
cities.**

THE H.K.McCANN COMPANY
Advertising 61 Broadway New York
 CLEVELAND SAN FRANCISCO TORONTO



tional class, the sales manual, the set canvass, psychology, the present-day theory of selling, the closer supervision of men in the field, aid or defeat the man's initiative? Do these things make better salesmen? Does Joyce believe that men do their best work as specialists or when selling a line of varied products?

"When we took over the Glidden Varnish Co.," he said, "we changed the name to The Glidden Co., so as not to limit the line in the mind of the public to varnish, and to permit us to extend our line to allied products, such as paints, dry colors, oils, and others. A study of the conditions in our business showed us that the paint and varnish industry was seasonal. The first step obviously was to keep our sales and factory organization busy the year round and thus enable us to make our advertising institutional and continuous, thereby eliminating the waste at the beginning and end of campaigns. In line with this policy we have recently absorbed several other concerns, the products and locations of which accomplish a unification of interests upon a national scope. This gives us factories in Cleveland, Reading, New Orleans, St. Louis, San Francisco, St. Paul, Chicago and Toronto.

LARGE LINE LESS EXPENSIVE TO SELL

"A salesman selling a single line has but one thing to do in a town. Short calls mean large territories and a high selling expense. The consolidation just referred to gives our men a great many other things to sell besides paints and varnishes. There is in addition the industrial field to cover—manufacturers of pianos, furniture, automobiles, trucks, phonographs, agricultural implements, etc. Besides, we have a line of dry colors used in the printing ink, lithographic and allied trades, and in the paints and varnishes sold in small cans to five-and-ten-cent stores. We sell manufacturers of tin cans the coating used on the inside of cans; also enamel to manufacturers of electric fans

and storage batteries. Our line of arsenical poisons is sold to farmers, fruit, cotton and tobacco growers."

But doesn't this multiply a salesman's line beyond the point where he can do justice to any portion of it? How can salesmen be educated to handle a diversified line of products?

"Our plan of educating new men answers the question, I believe," said Mr. Joyce. "We train men with a view to stimulating their enthusiasm for our goods. The new man's education consists of a thorough knowledge of the goods and their uses. We go over this with him in all its details. The lines are arranged in a logical order of development—varnishes, paints, dry colors, enamels, insecticides, cattle dips—and we lead him from one to another in a way calculated to excite his admiration for the completeness of the line as a whole, and to arouse his enthusiasm by its efficiency and high quality. When he is thoroughly conversant with the goods he is talked to by the men in charge of our advertising, credit, sales and order departments, to familiarize him with our methods. In order to get pre-conceived notions out of the minds of new men we follow a somewhat different plan from most concerns. For example, when the advertising man talks to them, they are asked to present their own ideas on what they consider the best ways of advertising the line. Many freak and unsound ideas are hereby coaxed forth and their unsoundness demonstrated. Occasionally, we learn something new, good enough to be incorporated into our plans. Generally, the men suggest the very things we are already doing. I have found that many times salesmen do not exert their best efforts when out of agreement with the advertising policy or because they have pet schemes of their own. By inviting the men to air their views first, we have the chance to get at their convictions on this score, and by open discussion and demonstra-

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Change in Size

Beginning with the October, 1920, issue, the page size of **THE AMERICAN WOMAN** will be changed from 756 lines to the page, to 680 lines to the page—4 columns of 170 lines each.

This change in size is in line with the policy of other leading publishers to standardize the size of flat magazines.

No immediate change in the line rate is contemplated, but production costs are increasing steadily and far-sighted advertisers will do well to protect themselves at the present rates which are acceptable for a period of one year from date of contract.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

tion, show them where they are wrong, if they are wrong. This method tends to increase their enthusiasm for our policies to a greater extent than ever. We follow the same procedure in all departments. Thus the new man's education tends to awaken his enthusiasm at every stage. By the time he is ready to start out on the road he is convinced that the company makes the very finest line of goods in the world and that all their manufacturing, sales and advertising policies are in perfect harmony with his own."

HOW INITIATIVE IS DEVELOPED

What chance does a salesman have to-day to develop initiative, in Joyce's opinion, when his work is so hedged in by restrictions of one kind and another? The salesman cannot offer modifications of price, terms or delivery. He has his prospects picked out for him in advance. Questions of territory, advertising assistance, co-operation, dealer helps—all these things are printed in the rule book. Moreover, the home office sends him a sales quota, and tells him of special lines to be pushed, and practically all his activities are planned at headquarters.

Joyce smiles quietly and tells you another story.

A certain salesman went stale. He had a good territory and for a few months did well. Then his sales slumped and Joyce came to spend a few days with him in his territory. Standing on the sidewalk in front of the store of a leading merchant in the town, Joyce asked the salesman whether he had solicited that store before placing the line with a smaller dealer. The salesman said he had not, believing it to be useless to do so, for the merchant was known to be identified with the line of a well-known competitor, and was featuring it prominently and doing an excellent business. No, he had not even called on him. But might it not be possible that the dealer was dissatisfied and would welcome a change? No chance at all, thought the salesman. Well, they would go in and see him any-

way, said Joyce, who was unacquainted with the dealer.

It was a very hot day and the proprietor of the store was resting near an electric fan. Joyce walked straight up to the fan and looked at the name. Then he turned to the dealer. "Do you know that fan is one of the best fans made? I am glad to see that make of fan in this store. The story of that fan will interest you." Then he told him how the fan makers had a very difficult problem to solve with insulating thread used on the wires of their motor. Joyce explained that his company devised a lacquer or enamel for coating the wires of the motor which made a better and less expensive insulation than the thread formerly used. From this subject he led him to others. He told him how the enamel used on shoe buttons, on hairpins, and similar articles, is made. He asked the dealer if he owned a car. Yes, he did, and named the make. Well, did he know that the radiator of that car was painted with a certain preparation made by this same company? That another product was used in the battery? That a dressing of a certain kind was made for the top? And another kind for the cushions? And that the enamel for the body had been worked out especially for them?

"By the way," said the dealer, after an hour had slipped by, "what company is this you are talking about?" When told, he wanted to know whether its products were on sale in the town.

"Yes," said Mr. Joyce, "we placed them with the J. B. Half-alive Co., two months ago."

"Well," said the dealer, "why in thunder didn't you give me a chance? The line I handle is a good line, but there are lots of things my company does not make and I would have been glad to consider your line."

When Joyce and his salesman were outside once more the only conversation that ensued came from the latter. It was the well known quotation, "I gottcha!"

But what does Joyce mean by

Only forty-nine
newspapers of
20,000 in the U. S.
publish art grav-
ure supplements.

There's but one
in Brooklyn—the
Standard Union.

And not a cob-web
on any one of the
forty-nine.

picking men for receptivity? He hasn't explained that yet. A salesman should be positive, self-assertive, in order to persuade others to his point of view, we thought.

"Yes, a salesman must have confidence in himself and his line," Joyce replies, "and be able to guide the thoughts of his prospect. But he must be receptive to new ideas. I learned this lesson in my sales career. Like most men who spend much time on trains, I always made for the smoking compartment the moment I got aboard. One of the best ideas I ever conceived was picked up in conversation with a man in a Pullman smoker. I heard this man, quite a young chap, say that he sold women's skirts. Now, women's skirts and paint have a natural antipathy for each other, but this boy was full of his subject, enthusiastic, and I got hold of him later and teased him to talk about himself. His company, he said, had just worked out a plan for taking stock orders from dealers a long while ahead of the season and making an early shipment, allowing the dealer to hold the goods until needed, and dating the bill according to the retail selling season. This idea stuck in my mind. I kept turning it over and over trying to see where it could be applied in the paint business. It had always been one of our problems to get shipments to our dealers in time for the opening of the season. This suggestion helped me evolve a similar plan for our own company that proved to be one of the best things we ever did."

This works out in another way with unexpected advantage to a salesman's company. Joyce makes a practice of urging his men to bring in suggestions both for new products and for new markets. One of his salesmen covering a territory in a city of one of the great lakes wandered along the waterfront one day and stood observing the buildings occupied by a company engaged in the lake trade. After interesting them in his regular line of paints and var-

nishes he inquired about special requirements in connection with their vessels, and uncovered what later proved to be a new field for exterior and interior paints for boats. The matter was turned over to the company's research laboratories for investigation and experiment. This resulted in adding a new family of products to the line and the salesman became a specialist in the marine field. Many other examples could be recounted of where the suggestions of the men led the company into new markets. For example, the paint or enamel used for painting iron railroad bridges to resist the action of the brine drippings from refrigerator cars, developed from an investigation started by a salesman.

As might be expected, everything that Joyce does has a bearing, directly or indirectly, on his policy of developing the enthusiasm and resourcefulness of his men. But while these are the qualities he is always seeking to encourage, it should be borne in mind all the time that the controlling ideas with him are that hard work and sharp incentive are the without-which-nothing-for enduring success. His ideas on the salary versus commission question are different from what one would expect. Commission seems to be the plan best calculated to supply one kind of incentive, but Joyce says the salary and bonus plan is better. Commission, he says, opens the way for unlimited earnings in a short space of time. Most new men earn little at the start. Those who have ability make a showing in their first year, and on a commission basis bring their earnings away beyond their expectations. Few men are able to stand prosperity and before they know it one of the big incentives to hard work is lost. When a new man is started on a salary he has a feeling of confidence and security during his first uncertain months and also a kindlier feeling toward his firm. By giving him a sales quota, and additional compensation for sales made above quota,

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Printing
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*One of the Largest and Most Completely Equipped
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Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color Presses, Rotaries. Usual Binding and Mailing Facilities, also Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a large or small Catalogue or Publication to be printed you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

*We ship or express to any point
or mail direct from Chicago*

**Make a Printing Connection with a Specialist and
a Large and Reliable Printing House.**

*Business Methods and Financial Standing
the Highest*

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

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**Catalogue and Publication
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his extra earnings can be regulated in a way that will make sure of a gradual increase over a fairly long period of time. This is Joyce's method: "I had a young fellow who started for me at \$1,800 a year. He made a remarkable record during his first year. His bonuses brought him an extra \$700, making his earnings for the year \$2,500, which put him in an attitude of mind where he looked forward with the greatest enthusiasm to making \$3,000 and perhaps \$3,500 at the end of his second year. Had he worked on a commission basis, his first year's earnings would have been close to \$7,500, and according to my mortality tables, he would have been of no further use to himself or the company."

This man Joyce thinks in big figures. Advertising and selling can only be successful when the proposition behind them is mobile. Of what good are the scouts and engineers to any army, if the army cannot move? The consolidation of the twelve companies will enable The Glidden Co. to have factories at different points to serve their own districts. North America is accordingly divided into eight sales regions, each one a complete factory, sales and advertising organization. Each has its own problems, many of which can be settled without reference to Cleveland. Reports from all of them come to Cleveland in condensed form.

The manufacturing arrangements and the sales organization, instead of being concentrated in one place, are therefore distributed about the country. There is no general manager of sales but eight regional sales managers. The Glidden Stores Co. has been formed to establish a chain of stores in the large cities, the chief function of which is to show the public and dealers in neighboring towns exhibits of products, color schemes, etc. In cities where there are no exclusive Glidden dealers, these stores carry stocks and sell.

Occasionally the manufacturing end leads the way to a new field.

For example, cocoanut oil is used in the manufacture of paints and varnishes. A by-product of cocoanut oil is used in the nut margarine industry. Joyce saw the possibilities at once. A brewery in Chicago, forced out of business by prohibition, and admirably adapted to the manufacture of nut margarine, was purchased and a new company came into existence, The Glidden Nut Butter Co., now turning out twenty tons of nut butter a day!

That's Adrian D. Joyce, worker, enthusiast, thinker, executive organizer, leader of men. Every man who meets him listens when he talks, and then says to himself, in classic phrase, "I gottcha!"

Maxwell General Business Manager of Crowell

Lee W. Maxwell, vice-president, in charge of advertising, is now vice-president and general business manager of the Crowell Publishing Company, publisher of *The American Magazine*, *Woman's Home Companion* and *Farm and Fireside*. Frank Braucher, who has been Eastern advertising manager of the company, has been appointed advertising director.

J. C. MacKeever, President, The Knapp Co.

J. C. MacKeever, who has been vice-president of the Knapp Company, art calendars, New York, has been made president of that organization, and E. W. Hogan, who recently came to the Knapp organization from the Broadway Subway and Home Boroughs Car Advertising Company, New York, has been made vice-president.

R. L. Fitzwater in Charge of H-O Company's Sales

The H-O Company of Buffalo, maker of "Force Wheat Flakes," "Preso" Flour and "H-O" Oatmeal, has announced the election of R. L. Fitzwater of Philadelphia, as vice-president of the company, in charge of sales. Mr. Fitzwater began his new duties on February 1.

Joins "The Farm Journal"

John T. Walker, Jr., who since his release from the army has been with the Department of the Shipping Board, in New York, has joined the New York selling organization of *The Farm Journal*, Philadelphia. Before entering the army he was assistant sales manager for Benjamin Moore & Company, Brooklyn.

What Farmers Own Automobiles?

They are the ones that you want to reach in your advertising. A farmer who can afford to own his car can afford to invest in power-farming implements, trucks, tractors and the luxuries as well as the necessities of farm life.

13,915 Lines of Automobile Advertising

appeared in the American Fruit Grower from January to December, 1919.

With over a billion dollars on hand from the sale of his fruit crops and more to come, the fruit grower is America's most prosperous farmer.

The American Fruit Grower covers the fruit growing field thoroughly.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

SAMUEL ADAMS, Editor

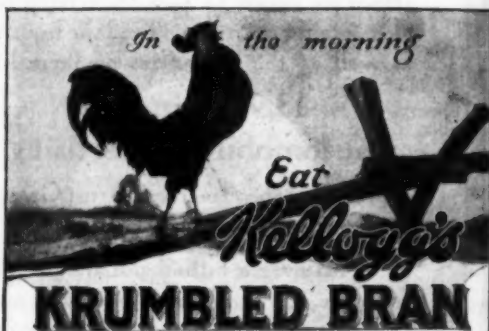
ROBERT B. CAMPBELL, Publisher

J. E. FORD, Advertising Manager

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
25 CENTS IN ADVANCE



START the day with a dish of Kellogg's *Krumbled Bran*—the new cereal food that neither looks nor tastes like ordinary, flat, unpalatable bran. *This new food is ready to eat at breakfast, just when it will do you the most good.*

You never saw bran like this. It is *krumbled*, like Kellogg's *Krumbles*, and has a rich, appealing flavor, like Kellogg's *Toasted Corn Flakes*. Let your children eat it regularly. Once you know how good it tastes, and the good it does, you will make it a rule to have it for breakfast every day.

Buy a package of Kellogg's *Krumbled Bran* of your grocer. You will be agreeably surprised at its different appearance, while its rich flavor and palatable quality will please you.

Caution—Always be sure you get the "wheat" package which bears this signature—

Kellogg

KELLOGG TOASTED CORN FLAKE CO.
BATTLE CREEK, MICHIGAN, AND TORONTO, CANADA.



Kellogg and Collier's

Kellogg Toasted
Corn Flake Co. has
chosen Collier's as
the backbone of its
1920 national adver-
tising campaign.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

What Farmers Own Automobiles?

They are the ones that you want to reach in your advertising. A farmer who can afford to own his car can afford to invest in power-farming implements, trucks, tractors and the luxuries as well as the necessities of farm life.

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AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

J. E. FORD, Advertising Manager



Put the Other Horse in the Team!

NATIONAL advertisers who use only media of general circulation and pass up the intensified, definite support of the newspapers, particularly in the great centers of population, are doing without a "horse" that would greatly increase the pulling power of their team.

¶ While the weekly and monthly publications perform a function, it is impossible for them to give the *density* in the great centers which products of practically universal consumption require and demand.

¶ So essential and vital is the newspaper in this respect that it cannot afford to be overlooked. Every *real* national campaign should have intensified support at least from the leading papers in thickly populated cities such as Baltimore and through the columns of such powerful media as the NEWS.

Don't rely so heavily upon local dealers to do your selling—Put the other horse in the team!

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

have a week

Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg

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Why Doesn't Dress Association Try Advertising to Remove Glut?

It Is the Only Sure Way to Make Demand Equal Supply

IN an interesting article appearing in the January 29th issue of *Women's Wear*, David N. Mosesohn, executive director of the Associated Dress Industries of America, replies to the "Pitiful Publicity" editorial that was recently published in **PRINTERS' INK**.

In that editorial, it will be recalled, we criticized Mr. Mosesohn for a statement issued to the press in which he said that "there will be no over-production of dresses for the spring and summer of 1920 if the Associated Dress Industries of America succeeds in its campaign, which has been started, to urge manufacturers and jobbers to operate close to shore, and prevent a condition from arising whereby large stocks of merchandise will be in evidence when the season comes to a close."

We questioned the wisdom of this policy of limiting the production of popular price goods at this time when the whole world is famished for merchandise. In his reply the executive director says that the dress association is not limiting production, but is only aiming to stabilize the industry by preventing over-production. Mr. Mosesohn asserts that **PRINTERS' INK** has failed to recognize the difference between production and over-production. He says that over-production is not a healthy condition, that it causes unemployment and this in turn brings about commercial stagnation.

Mr. Mosesohn also asks "has **PRINTERS' INK** taken the trouble to investigate the stocks of retailers, stock houses and manufacturers to ascertain the number or quantity of popular-priced dresses now being held over from stocks ordered for winter distribution? Has any effort been made to learn the class of merchandise that is

demand by the average woman to-day? If so, it must be admitted that the market is practically glutted with cheap and popular price merchandise. It must also be admitted that the popular demand is for the better grades of wearing apparel, because even those whose finances are more or less limited scorn the class of garments which are available for what was at one time considered popular price."

WHY THERE IS NO OVER-PRODUCTION

We will agree with Mr. Mosesohn that over-production in any industry is unhealthy, and that such a situation should be avoided. We will agree further that at the present time there does appear to be a glut of low-priced dresses and possibly of other garments. But that is as far as we are ready to go. Despite the glut, we claim that there is no over-production in the dress industry. There can be no over-production in any business until its potential market has been satiated. This fact is such a well-known principle in marketing knowledge that we are surprised that so faithful a reader of **PRINTERS' INK** as Mr. Mosesohn should have overlooked it.

Certainly the market for popular-priced dresses, for high-priced dresses or for any kind of dresses is not satiated. To-day the wardrobe of the average woman in this country is pitifully depleted. And when we say "the average" we mean the great majority, whose incomes are \$2,000 a year or less. These persons have not been able to buy the clothes they need, for the simple reason that they cannot afford to buy the kind that the trade has been featuring.

The statement, so frequently made, that people to-day will not buy low-priced goods is a mere

superficial observation not based on any thorough investigation of the facts. We know many good merchants sincerely believe that the public will not buy inexpensive merchandise. But this is due to the fact that they are so busy catering to the spenders, whose incomes the war raised to unprecedented levels, that they have no time to see the greater thousands of humble shoppers passing by their stores. And, as we said before, these humble buyers are in the majority. They are obliged to stretch their slender incomes so severely that many needed articles must go unbought. These folks know nothing of that glut, which Mr. Mosessohn so glowingly pictures.

If any one doubts the truth of what we have just said, let him stand around the ready-to-wear departments of the big stores for a few hours and observe what is going on. We recommend it as an illuminating study in practical economics.

The other day a humble little woman walked into a well-known New York store and asked to be shown a certain blouse which was on exhibition in the window. The saleslady showed it. The customer was pleased and asked the price. "Madam, it is \$35," said the girl. It was easy to see that the woman's heart sank. She stammered an apology and was about to ask to look at something cheaper when a Mrs. Newly Rich, who had been standing nearby, interrupted the sale by saying, "I'll take that waist and would like two or three more of the same sort if you have different designs." The saleslady made haste to wait on the new customer, and the little woman sadly retreated from the store.

Scenes of this kind, infinitely varied, take place daily in almost every store. Merchants, of course, should not be censured too much for catering to the easiest spenders. They are in business to make sales, and in doing so they naturally follow the line of least resistance. Neither should they be blamed for failing to see that

all those humble little women who ask to look at expensive goods are in no position to buy them. It is human nature to want the best. We all do. We long for many things that we know we cannot have. But in the meantime there are certain primal necessities which we must have, and it is up to merchants to see that we get them.

Part of the trouble which Mr. Mosessohn is encountering with his popular-priced dresses is that many stores have carried their trading-up policy so far that many buyers are thus coaxed to purchase more expensive garments than they intended. The stage is all set for big sales and for big sales only, and those persons who want lower-priced goods are afraid to go on the stage. For this reason, despite the alleged glut, it is very difficult to buy popular-price goods to-day. They may exist, but it requires too much effort to get to them. It is easier to take the more expensive things and if that is financially impossible, to go without.

A BIG STORE'S TESTIMONY

And that is what many people are doing. They are not buying at all. Merchants are reporting that they are meeting more and more resistance to high prices. That big section of the public who cannot afford to purchase expensive merchandise are beginning to make themselves heard. In a hearing before Governor Smith, of New York, the other day, I. D. Levy, of Oppenheim, Collins & Co., said some things that should be taken to heart by retailers who are not giving popular price merchandise a fair show. Mr. Levy is one of the shrewdest merchants in this country. The New York *Tribune* reports him to have said that the retail garment dealer is facing a crisis. The consumer has refused to be made the goat, and has stopped buying. Since November, 1919, the volume of business in the trade has fallen off 50 per cent, and the retailer has been forced to cut his profits 3 and 4 per cent

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to get rid of his goods. A retailer must get from 18 to 22 per cent on his goods to do a profitable business. One of the Oppenheim & Collins stores has only got 8 per cent within the last six months.

"There is very little buying going on," said Mr. Levy, "because of the forbidding prices asked for the cheaper grade of garment by the wholesalers. We are now trying to get \$12 for an article for which the wholesalers want \$16 for spring delivery. As a result, he pointed out, production has been cut almost in half. He said that his concern had been accustomed to place a \$54,000 order for waists every year, but that their last order was for \$8,000."

If Mr. Levy is right, and there is an abundance of incontestable evidence to support his opinion, the lethargic condition of the dress business is not due to the fact that the public is buying only high-priced goods, but rather to the fact that it refuses to buy until it can get lower-priced merchandise. Evidently Mr. Levy himself is not able to find such merchandise.

PUBLIC DOESN'T KNOW WHERE THESE GOODS ARE ON SALE

That disposes of Mr. Moses-sohn's principal argument. Now if there is glut of the very kind of goods that the public is beginning to demand, it should be an easy matter to get rid of the glut. Merely let people know where and how they can buy these goods and the surplus will disappear quickly. It is here that the efforts of the Associated Dress Industries of America have been ineffective. Except for the work of certain individual concerns, its advertising has been woefully inadequate, considering the size and importance of the industry. Mr. Moses-sohn confesses that "the ordinary channels of publicity have failed to purge a glutted market." If only publicity was used, of course it failed. Any advertising man could have predicted that. Stuffing Sunday newspapers with press-agent dope never moved any

glut of merchandise and it never will. If instead the association will take a few full-page advertisements and tell folks all about those dress bargains that are blocking the channels of trade, it will find to its surprise that honest-to-goodness advertising is vastly more effective than publicity. If we had a lot of dresses to sell, we would boldly advertise them, and not waste time in whispering around that we were over-produced. We know, too, that retailers would appreciate the assistance.

We cannot agree with Mr. Mossesohn that his association has been conspicuously in the limelight. On the contrary, it has held itself too quietly in the background. By the way, in telling us about the limelight, Mr. Mossesohn became the author of one of the choicest mixed metaphors in all literary history. Here is the way he puts it:

"Contrary to the statement by PRINTERS' INK, the Associated Dress Industries of America, ironically referred to as the proverbial 'ostrich,' has not kept its head buried in the sand. It has been very much in the limelight of observation and investigation. It has seen the storm and, having seen, is taking the bull by the horns and is attempting to build upon a foundation of rock and not of sand, so that when the storm does blow and the floods rise, the ark will remain intact and the business family saved from being wrecked on the rocks of bad judgment and ignorant blindness."

We don't care anything about the storm-marooned ostrich taking the ignorant bull by the horns, but we *would* like to see the dress manufacturers do more advertising, both for their own good and for the good of those countless thousands of women who need more dresses than they have been able to buy for two years. If they do advertise and do it generously and forcefully, the dress people will have to speed up production instead of curtailing it. In the files of PRINTERS' INK for

the last thirty-two years, is an endless array of the experiences of manufacturers in every line of business, who found consistent advertising the cure for over-production, lack of demand, poor dealer co-operation, and every other evil to which business is heir.

Frank Agency Has Three New Accounts

Albert Frank & Company, advertising agency, New York, have obtained the account of A. H. Brummell & Company, makers of Brummell's Cough Drops, Brooklyn, and will shortly place an extended campaign. Contracts have been sent to Eastern newspapers.

This agency has also obtained the advertising account of the American Business Corporation, New York, and campaigns for the Sona-Tone Phonograph Division, United States Chain Stores Division, Automotive Division and Soap and Chemical Division, will shortly be placed in various newspapers and other periodicals.

A third new account with the Frank company is that of Ames, Emerich & Co., bond house, Chicago. Eastern and Western newspapers and general magazines will be used for this account in a campaign soon to be undertaken.

J. T. Hoyle Made Editor of "Good Hardware"

John T. Hoyle, a member of the faculty of Carnegie Institute of Technology, Pittsburgh, and for many years vice-president of the Roycrofters, East Aurora, N. Y., and editor of the Roycroft publications, has been appointed editor of *Good Hardware*, Pittsburgh. Mr. Hoyle will have associated with him S. R. Williams, former managing editor of *Hardware Age*, New York.

Material Handling Machinery Ad Men Meeting

The advertising managers of the member companies of the Material Handling Machinery Manufacturers Association will have a meeting at the Waldorf-Astoria on February 27 for a discussion of publicity plans for the association during the coming year. Zenas W. Carter, secretary of the association, will preside at this meeting.

Fitz-Gibbon and Alexander Make Changes

D. Fitz-Gibbon, who was advertising manager of *The Sun*, New York, has been made advertising manager of the *Evening Sun*, and E. M. Alexander, who was advertising manager of the *Evening Sun*, is now advertising manager of the *Sun* and the *New York Herald*.

Clearing House Prevents Slogan Duplication

WHITAKER-GLESSNER COMPANY
MAKERS OF OPEN HEARTH STEEL
WHEELING, WEST VA.
Jan. 28th, 1920.

Editor of PRINTERS' INK:

In an article which appeared in a recent number of *PRINTERS' INK* regarding registration of trade-marks and slogans, I notice this one quoted: "The Ware that Wears."

Could you advise us out of the wealth of your information who uses this particular slogan?

We have used it in a very limited way, and have thought of making more extended use of it, but there has always been a lurking suspicion in the mind of the writer that we have not the first claim to it.

We would appreciate it very much if you could advise us on this point.

SELDEN IRWIN,
Advertising Manager.

HERE is a star example of the importance of registering your slogan in the list being compiled by *PRINTERS' INK*. The slogan "The Ware That Wears," has been used by Stransky & Co., of New York, since 1903. By coming to the "Clearing House" for confirmation of the originality of the slogan the Whitaker-Glessner Company has saved the annoyance that might have ensued had a duplication of advertising effort centered around this trade phrase.—
[Ed. *PRINTERS' INK*.]

P. A. Ware Leaves Victor Company

P. A. Ware, who has been assistant manager of the traveling department of the Victor Talking Machine Company, Camden, N. J., has been made sales manager of the Putnam Page Company, Peoria, Ill., distributor of Victor machines.

Macley & Mullally Agency Has Boston Office

Macley & Mullally, Inc., advertising agency, New York, has opened an office at Boston. Harold F. Glendining is the manager and Homer M. Snow the assistant manager of the new office.

C. W. Olcott Joins "The Theatre Magazine"

C. W. Olcott, recently discharged from the army, has joined the advertising department of *The Theatre Magazine*, New York.

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IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

“Put it in
The Bulletin”

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

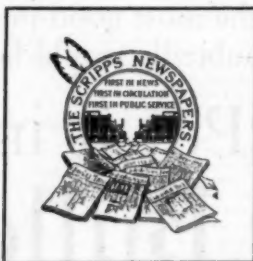
The Bulletin

The net paid circulation of The Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is the **SECOND LARGEST** daily circulation in the United States.

January
Circulation **463,551** Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



More than 87,000 workers are employed in the industries of Akron, Ohio. The average number of wage-earners per family is greater than in any other Ohio city. Value of products manufactured annually is in excess of \$522,436,000. Annual payroll of Akron industries is more than \$118,000,000. Nineteen-nineteen bank deposits were \$75,456,272; bank clearings were \$472,924,000; value of building permits issued was \$27,178,251. Population is conservatively estimated at 175,000.

The Akron Press is read in more than 59% of Akron's English-reading homes.

For additional information address the Cleveland, Chicago or New York Offices of The Scripps Newspapers.

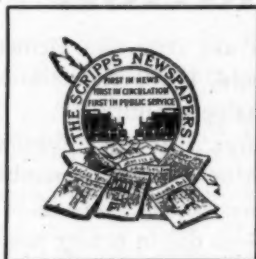
Akron Press

Foreign Advertising Department
SCRIPPS NEWSPAPERS

Union National Bank Building, Cleveland, Ohio

New York Office
Marbridge Building

Chicago Office
First National Bank Building



Unlike some of their contemporaries, *Scripps Newspapers* are NOT in a chronic state of "promotion." They do not use contests, premiums, or other forced methods to increase the number of their readers. *Scripps Newspapers* have steadily grown in influence by attracting the intelligent, thinking people of every class.

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office

Marbridge Building

Chicago Office

First National Bank Building

Akron Press

Cleveland Press

Cincinnati Post

Columbus Citizen

Covington (Kentucky) Post

Dallas Dispatch

Denver Express

Des Moines News

Evansville Press

Houston Press

Los Angeles Record

Memphis Press

Oklahoma News

Portland (Ore.) News

Sacramento Star

San Diego Sun

San Francisco News

Seattle Star

Spokane Press

Terre Haute Post

Tacoma Times

Toledo News-Boo

Circulation—*Plus*

Audited figures are only one element of newspaper circulation—the cold, hard, matter-of-fact statement of concrete, determinable quantity.

Behind the figures is another element—a human element—that cannot be reduced to numbers.

That element—a driving, pulsing force that vitalizes circulation figures—is due to reader confidence and reader influence. It is a newspaper's reputation and prestige. It is the cumulative effect of years of constructive work in building up an active, responsive reader following.

Circulation value cannot be gauged by figures alone. For one newspaper, circulation means so many copies sold—nothing more, nothing less. For another, it means direct and influential appeal to a great body of human beings, keenly responsive to every line of news or advertising published in their favorite paper.

The circulation of The Chicago Daily News for the month of January, 1920, was 390,719. 94% of this was concentrated directly in Chicago and suburbs, exceeding by nearly 100,000 the circulation of any other Chicago daily paper in this all important territory.

These are the cold, provable figures.

Back of them, vitalizing them, stands the 44-year record of clean-cut business methods, fair play, and the high ideals of newspaper-building that has established The Daily News as a nationally recognized institution, and created for it a reader loyalty and respect unsurpassed by any American newspaper.

It is not circulation alone, but the reader influence *behind* that circulation that makes

THE DAILY NEWS

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What the Final Consumer Can Tell You About Your Product

How the Salesman Might Spend His Rainy Afternoons

By Roy Dickinson

FIND a damp rag, take the little shoe in the right hand, two minutes to spread it over—a short time to dry, and eight times the wear! My wife wouldn't believe it at first, it was all so simple, and so remarkable, so I fixed one of my eldest's shoes with it and left the other as it was—just as it came from the store. This time the test was conclusive—one kicked out at the toe in three weeks, the other is still going strong. The whole family is convinced, and the first thing we do now with a new pair of child's shoes is to rub them with Valspar.

Did a salesman pass the tip to some retailer who added this timely sales argument when I came in to buy something for refinishing a table? Or was it a tip from a shoe man, for making shoes last longer in these days when you almost are forced to take out a mortgage on the gasoline bus to buy a new pair?

No, neither of these. The happy thought was passed to me over a camp-fire on a walking trip, and it is one of the most valuable tips I ever received as a consumer. It has made me popular with my wife, saved shoe money, and given lots of satisfaction. Some critic will object that the idea is of no real use to the company because of the infinitesimal amount of varnish it would sell compared to other uses, but if any company could secure good will more quickly or surely right now than by showing the average salaried man how to save money on his household expenses, I don't know it.

Talking to a salesman a few days ago, I listened to the common enough story of how the manager had wired him to go slow on new orders. "It's a queer job for an old salesman like me," he said, "to be put in the position of

dodging customers. When I make one of my regular towns I go around to call on my trade—with the one big idea of trying to get them to hold down their orders to what they absolutely have to have. If I get a big order, instead of feeling good about it, like in the good old days, I feel as if I'd been slipped the Queen of Spades at a friendly game of Hearts." I asked him why he didn't call on some of the people who actually used his products in the towns on his list, instead of calling only on his customers, the retail stationers. "What's the use," he replied, "I can't sell them, and besides, I'm only paid to keep in touch with my trade—not to go after my trade's customers."

COMPANIES THAT HAVE GONE TO THE CONSUMER FOR IDEAS

Now I'm not a salesman, nor a sales manager, and I don't know much about what the largest companies are doing with their sales force, but I do know that the salesman who talks to consumers these days is going to get a lot of material which will make him more valuable to his company when times become normal. And also at the risk of getting myself into an argument, I am going to state that the advertising department is more on its toes than the sales department in this important matter of new uses for the product. Yet getting close to the final consumer is a function of the sales department also, especially good for the individual salesman.

Old Dutch Cleanser comes out with back covers announcing that a small amount on a dry cotton cloth will clean windows in zero weather without water. Was it a member of their sales force calling on the grocery trade who thought out this new use, or was

it some housewife who sent in the idea? I don't know—but probably the latter. Yet selling more Old Dutch isn't her primary business; it is the salesman's.

Very often a manufacturer of a basic material is separated by three or four people from his ultimate customer. He has to depend for his ultimate market upon the ingenuity and sales ability of someone with whom his sales force seldom comes in contact. In other words, his final market is restricted by the fact that the man who sells the ultimate consumer is sometimes totally lacking in ingenuity and the certain sales ability that the manufacturer has under his own hat. By the time the product reaches the man who uses it, it is totally changed from its original character.

If the users of Ivory soap hadn't been told time and time again that it was good for washing fine lingerie and table linen, lace curtains, and for shampooing, they would still have it in the class of an excellent bath and general household soap. Food manufacturers have long been in search of new uses for their products and continually instruct salesmen to secure new ideas from the ultimate consumer, which in turn are used in their national advertising and almost always unfailingly result in greatly increasing the market for these goods.

The recent campaign of the New Jersey Zinc Company was founded almost entirely upon the idea of having consumers in different parts of the country suggest new uses for zinc and experimental laboratories were placed at the disposal of any man anywhere who had an idea for which zinc might possibly be used. Articles which might possibly be made of zinc were advertised with the idea of stirring the reader's imagination, and making him think along constructive lines for his own benefit and the benefit of the company.

Offering prizes for new uses named by the consumer has long been a favorite method of increasing the possible market for

a product. The case of the Three-in-One Oil Company is a good example. Every one of the seventy-nine uses, now listed for this household product, has from time to time been suggested by consumers who have been stimulated to send in their ideas by having prizes offered for them. Borden's Condensed Milk Company has been running a campaign in the drug trade journals to stimulate the sale of its product for use at the soda fountain in chocolate malted milk, for example, which many a shop girl often takes for luncheon with a minced ham sandwich. The consumer always seems to suggest the new use.

It would seem that advertising is in advance of the salesman of the average sales force in adopting this very obvious method of increasing the final market for the product. A good way of increasing the morale of the sales force in slack time is for them to call on the ultimate consumer, whether he is a buyer or not, and by looking carefully into his methods of using the product discover if there are not new uses which they can work out together. The sales force, with this close-up knowledge, is often able to report back to the production department that the consumer has not been thoroughly instructed on how to use the product for the best results.

The Maytag Washing Machine Company discovered this, and through correcting it, enabled one salesman to do two men's work with the help of advertising.

The salesmen for cranberries who had been calling for years upon grocers never thought of suggesting that they could sell the consumer cranberries in mid-summer. If it had not been for the advertising campaign which suggested an all-around use for this popular American berry it might still be heard of only at Thanksgiving. The salesman who had been selling portable houses for human habitation for a number of years increased the demand very considerably when he dis-

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covered he could sell buildings of the same sort as dwellings for birds, dogs and other pets.

WHY DOES CENTRAL AMERICA, BUY SNOW SHOES?

One salesman who had been sufficiently alive to the possibilities of his product could have discovered, for example, that there was a broad market for snow shoes in South and Central America. In the marshy land to keep from sinking in up to their arm pits, engineers and explorers depended upon snow shoes even where there was no snow. It was not until several consumers had sent in orders from this most unlikely territory that any market was known to exist there. Why is it, then, that the consumer and advertiser generally are seventeen jumps ahead of the sales force in discovering these new uses? Is it that the advertising manager sometimes gets closer to the consumer than the salesman, who by selling for years through accepted channels eventually gets a closed

mind to outside things which seem to have little bearing upon getting the name upon the dotted line?

Sometimes, of course, the sales manager who has stuck to one idea over a long period of time finds that his idea has been right all along and eventually brings his sales force and his company up to this point of view. A good example of this is found in the fact that after many years of strong belief on the subject, the sales manager of Sweet-Orr & Company found that there was really a good market for overalls among women. How can the sales manager in slack times, from the sales viewpoint, induce his force to get more chummy with the consumer for the sake of future business and the possible discovery of new uses and a broader market? A new kind of convention is one answer.

Sales conventions are an old-established institution. There have been dealers' conventions, conventions for salesmen's wives, conventions for jobbers, conven-

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

tions for manufacturers, conventions where labor met with management. Is it not about time that the sales force put on a convention of users? If advertising is ahead of sales, in suggesting the uses for the products, what better method could be possibly devised than to have the sales force meet with a large assemblage of users to discuss with them the product and what happens to the product after it gets into use?

The Domestic Electric Company thinks that this is a good plan. It has sent out to all its retailers complete suggestions for holding such a users' convention in the country districts where most of the customers for Delco lights live. A completely mapped out plan, including a speech by the mayor, the use of a brass band, prizes, essay contests, users' experience meetings, and numerous other ideas have been suggested to the dealers in all parts of the territory.

In my opinion, and I am willing to be proved wrong, it has been true in the past that the advertising manager is far ahead of the sales manager in working out and discovering new uses for the product, mostly because he has received more help from the ultimate consumer.

The sales manager, who wishes to build an ever-increasing volume of sales for the future and keep up the pep of his force now, will see to it that they keep in the closest possible touch with the final consumers, whether or not they are on his regular list of prospects.

It is good for morale, initiative and business. The users' convention seems to offer one method of bringing about this closer co-operation without which a sales policy cannot be built upon a firm foundation for healthy advancement and consistent growth.

When we get out of these abnormal times the company which has stayed closest to the problems of its final consumers, and kept up intimate contact with them, will have considerable lead on its competitors.

M. W. Burlingame Returns to "National Sportsman"

M. W. Burlingame has returned to the position of advertising manager of *National Sportsman Magazine*, Boston. He was formerly advertising manager of that publication for a period of four years, leaving to become advertising manager of Filene's Automatic Bargain Basement, Boston, and later acting as publicity director of the State of Maine Agricultural and Industrial League, and the State Chamber of Commerce, Portland.

I. J. Shulsinger With Pittsburgh Manufacturer

I. J. Shulsinger, who has been with the McGraw-Hill Company, Inc., New York, has been appointed advertising manager of the National Metal Molding Company, Pittsburgh. He was formerly connected with the advertising department of the Western Electric Company.

New Agency in Akron

Victor H. Cunyningham, son of Victor L. Cunyningham, of Williams & Cunyningham, Chicago, advertising agency, has opened an advertising agency in Akron, Ohio. Previously he has been on the advertising staff of the *Akron Times*.

Arthur Cummings With McCann Agency

Arthur Cummings, who for two years has been advertising manager of the Timken Roller Bearing Company, Canton, O., is now account executive at the Cleveland office of the H. K. McCann Company, advertising agency.

Advertising Agency for Wire-Bound Boxes

The 4-One-Wirebound Box Manufacturers' Association, composed of makers of wirebound boxes throughout the United States, has placed its advertising in the hands of The Fred M. Randall Company, of Chicago and Detroit.

Scheibel Leaves Crescent Washing Machine Co.

William Scheibel, one-time advertising manager for the Crescent Washing Machine Company, and later on in charge of its sales and service department, has resigned. He has made no definite plans for the future.

Atlanta "Journal" to Have Tri-Weekly

On March 9 *The Atlanta Semi-Weekly Journal* will become *The Tri-Weekly Journal*. The issues will be dated Tuesday, Thursday and Saturday.



Individuality

To many it conveys a message of good cheer.

To many it stands for pure enjoyment.

To many it is agreeably stimulating.

To many its saneness is refreshing.

To many its aims and policy make an inspiring appeal.

To ALL it is a magazine of practical helpfulness.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

The Man You Want to Reach And



HE'S a buyer, this man you want to reach. And if your product is marketed in the field of engineering, he is a purchasing engineer.

Yes! Engineers Buy!

The men who are responsible for the purchase of electric motors for a New York subway construction job are engineers; and engineers buy transformers and trucks; pinions and paint; locomotives and lathes; mining machinery and milling cutters; switches and stokers;—food for the equipment-hungry industrial mining and construction markets the country over.

When you see a new cement mixer going by on a freight car, a truck load of new wire rope on its way to the job, or a dozen barrels of lubricating oil en route to somebody's stockroom you can bet that when the order was placed, the man who said "We'll take this kind!" was an engineer.

Electrical World

Electrical Merchandising

Journal of Electricity

The 11 McGraw-Hill

American Machinist

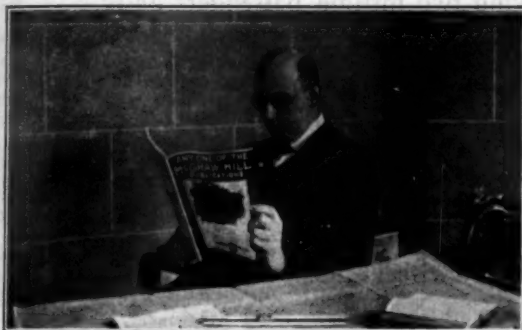
Engineering and Mining Journal

Coal Age

Electric R

Chemical

ach And How to Reach Him



THAT deciding man is eminently reachable. He has learned to look to the publications of a great national institution—the McGraw-Hill organization—for professional leadership. When his technical journal arrives he takes time to look it over. And as he looks in its editorial pages for up-to-the-minute news of engineering progress, so he turns to the advertising pages for his market news.

Picture a motorist at the automobile show and you have visualized the purchasing engineer's attitude toward the market pages of his technical journal.

The motorist goes through the exposition systematically, looking at each exhibit in turn, paying special attention to the cars he likes best and taking care to miss no new developments in any of the other makes. The engineer misses mighty few advertising pages of his technical journal. Those pages reach him because he can't afford to miss them.

McGRAW-HILL COMPANY, INC.

Tenth Ave. at 36th St., New York

Electric Railway Journal

Power

Engineering News-Record

Hill Publications

Chemical and Metallurgical Engineering

Ingenieria Internacional

It's a Hard Day's Work

- to find in the Brooklyn cars
- carrying two million passengers daily
- a copy left behind
- of The Brooklyn Eagle

Because Mother, Daughter, Son

- insist on sharing
- the Eagle with Father

That's why the Eagle

- really goes into the home
- and reaches
- every member of the family.

Result

- the Eagle's volume of advertising
- in 1919 was next
- to that of the Times and the World
- among the eighteen New York City papers.

The Brooklyn Eagle

Dominant in Brooklyn

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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What Chance Has the Small Producer?

Will Overwhelming Competition Swallow Him, or Wipe Him Out?

By Roy W. Johnson

I WONDER how many times the death knell has been rung for the "little fellow" in business. Every little while somebody has bobbed up with the intelligence that the age of competition was done for, and that the goose of the chap with limited resources and no past reputation was roasted to a turn.

Just the other night I whiled away the hours of transit between the Back Bay and Grand Central with one of our more intellectual publications, and discovered it again. The time has arrived, we are informed, when the big fellows are so big and powerful, and the little fellow so infinitesimal, that he has no more chance of establishing himself in business than a June-bug has of extinguishing an arc light. That does not present a very bright future for advertising does it? For, with business concentrated in the hands of half a dozen big distributors in each line, and the "age of co-operation" in full bloom, the need for advertising would melt like an April snowdrift on a southern slope.

Indeed, the idea as noted above is not confined to the realm of pure theory. Some of the "big fellows" themselves have toyed with it to the extent at least of figuring out what might conceivably happen under certain conditions. I was talking the other day with an officer of one of the Big Five in a certain line, and asked him how his company regarded the competition of the multitude of small manufacturers which had sprung up within the past three or four years. "We don't mind," he said quite cheerfully. "We are willing to let them play around as long as the orders are coming in so fast that we

can't fill 'em. But when the supply catches up with demand again, and we want the business—we'll go get it. They won't have a chance in the world.

"That doesn't mean either," he continued, "that we shall resort to any combinations or agreements in restraint of trade. It simply means that the resources of any one of the big companies are so vast, and their economies of production and distribution so marked on account of their immense output, that in the long run the little fellows can't compete. They will simply be wiped off the earth by the sheer force of their own inefficiency."

All of which is very sad to contemplate. But are we ready quite yet to pay the last parting tribute to the little fellow in business, and at the same time to lay fragrant wreaths upon the prospective biers of most of the advertising agencies and advertising mediums? Not quite yet.

For there is one factor in the equation which our brethren overlook, just as there was one in the Malthusian theory which completely dished it. Malthus, as you may remember, doomed the entire human race to starvation within a quite comprehensible period of time because the increase of population would outstrip the earth's capacity to produce enough to eat. The possibility that the ingenuity of mankind might contrive the means to increase productivity never occurred to him.

CAN'T DRIVE OUT A WELL-SOLD PRODUCT

And similarly in the case we are discussing, there is a big factor which is overlooked. The ability of the little fellow to create good will for his product and to inspire

loyalty among individual consumers and dealers knocks the theory of the extinction of the small producer into a cocked hat.

For good will is not a matter of logic, but of emotion, of sentiment, of experience. It is often as irrational as a taste for preserved strawberries or coffee without sugar. You may marshal a most imposing array of facts and figures to prove such tastes detrimental to my health or my morals, and I may admit everything you say. But I shall probably go on liking those things just the same.

For concrete examples you may turn to almost any business you choose. Let's take the tire business. Certain names come to mind at once—Goodyear, Goodrich, Firestone, United States, Fisk—big, imposing, overshadowing. More than 200 other concerns are attempting to make headway in the same market. New ones are springing up every now and again. What chance have they got? Will the big fellows let them "play around" (to quote the official mentioned above, who happened not to be a tire man) as long as the demand for tires exceeds the supply, and then proceed to smash them flat when it is again necessary to fight for business? Can the big fellows do that?

In some instances no doubt they can, and will. But in many cases they simply can't. It all depends upon the strength of the good will—the loyalty among dealers and consumers—which the little fellow succeeds in building up, first by turning out a satisfactory product, and second by seeing that his product is *well sold*.

That second consideration is vital—and it applies to many another business besides that of selling tires. In a seller's market such as we have to-day it is very easy to give halfhearted attention to advertising and merchandising problems, and to rest content with selling policies which are only half-baked. So long as they bring home the bacon in the form of signed orders, why worry? Why continue to explain the merits of our product and the character of

our business when we are oversold already? Why send a seasoned, high-priced traveler into that territory, when a greenhorn fresh from college can get the orders? The big fellow perhaps can take that attitude and get away with it, but the little fellow can't. For while he has been getting the orders he has been building no foundation of good will, and when the market stiffens up again there is nothing in the minds of his customers to swing the decision in his direction.

WELL FORTIFIED

I can best illustrate my meaning with a small manufacturer over in New Jersey,—one of the little fellows which is sneaking in, so to speak, under the guard of the big fellows. And the point of the story is not that the company is doubling its sales this year, but that it is building a foundation of good will based upon tires well sold.

Now under present conditions it is not so terribly difficult to dispose of an output of tires and get the money for them. I know of one export order for 40,000 metric sizes which went begging to every tire factory in this country, and drifted up into Canada where it was finally offered to a concern whose tire factory was just about half completed. Hardware stores all over the country are selling tires that you never heard of, and there are something like 225 makes to choose from. In a word, the whole industry is breathless with running to catch up with the demand.

It is not necessary to advertise tires to-day in order to sell them. But to-morrow, and the day after to-morrow will tell a different story. And when the salesman for the big fellow says to the dealer, "Bill, I want you to throw out those Fliverinos. They aren't getting you anything, and they just tie up your capital. Of course you don't have to, but—" there's going to be trouble unless the dealer is really *sold* on the disparaged brand. And the way to sell the dealer is to demonstrate that Fliverinos are salable, and to help him build up a steady local

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line.

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FUNDAMENTAL STRENGTH IN THIS SMALL ORGANIZATION

That is exactly what the New Jersey outfit is engaged in doing. It is passing up the lazy opportunity, so to speak, and is going to work with the definite object of building something which will endure.

Approximately 5,000 dealers now handle the company's tires, and each is given the exclusive agency for his territory, though there is no requirement that dealers handle this make exclusively. Only one dealer in a town can have the agency, but he is at liberty to sell any other tires he chooses. This policy was not adopted because of any theoretical preference for exclusive agents as such, but because it affords the opportunity of demonstrating that the franchise is worth something to somebody. A few hundred sales per month in a given community, if split up among half a dozen dealers, will not bulk very large perhaps; but the same number of sales when concentrated in a single outlet represents a volume of business that is really important.

There are approximately 5,000 dealers who are to-day handling this make of tires on that basis.

Now it is quite obvious that an attempt to cover the United States with 5,000 dealers would result in a distribution so scattered that it could easily be "mopped up" by competition whenever competition felt that it was worth while to make a determined attempt to do so. But the company does not attempt to cover the whole country—not yet. There are many States in the Union where its tires have not yet been heard of, except by readers of the automobile journals. For the same policy which the company follows with regard to the individual dealer, is extended to its territorial expansion. A dozen dealers in Texas, for example, would not place any make of tire in a very high position with the distributor or with the public; but a few hundred dealers in the same

territory immediately dignify the product as among the leaders instead of merely an "also ran." So the company selects new territory which is close to a base, so to speak, and spreads out gradually, keeping always in close touch with what has already been established.

Most of this development is purposely directed into the smaller towns which serve the rural districts. For bear in mind this, that the company is chiefly interested in building permanent good will among consumers who are accustomed to deal with a single source of supply, and whom the dealer can expect to hold.

So much for the barest outline of the company's selling policy.

THE ADVERTISING THAT MAKES THIS SUCCESS POSSIBLE

Now obviously, a policy such as this renders big-spread national advertising out of the question, unless one is willing to pay for a great deal of circulation which can only be made effective in the future. But advertising is practically a necessity in this good will building process, and it cannot be effective on a niggardly scale. If the company possessed unlimited resources, it might well afford to launch out into a big national campaign, and disregard the waste circulation in locations where it had no distribution and did not yet desire distribution. Perhaps the line of least resistance would be to follow this policy, and take distribution wherever it offered itself. The company would doubtless sell as many tires to-day under such conditions, but to-morrow is another matter.

So the advertising policy follows the sales policy closely, always with the object clearly in mind of building centres of effective good will. Approximately half of the company's appropriation goes into the farm papers which are circulated in territory where the distribution is already established. The other half, roughly speaking, goes into the local newspapers in towns where the company has exclusive dealers.

and this advertising is run over the dealer's name.

Now the point of interest in all this is not that the company has been doubling its sales year by year, as has already been said. It might well do that and still be in no position to withstand a vigorous onslaught from overwhelming competition. The point is that the company is building something which is not so open to attack, because it is settled in the minds of consumers and dealers instead of being merely a casual affair. The local advertising run over the dealer's name, is not only building something for that dealer personally, but he has a stake in it as well. It is his advertising, and it is his business which results from it in a sense that has a peculiar appeal.

But to get back to our original hypothesis: you can "doom" the little fellow all you like in theory, but there is always a chance for him if he plays his cards right. For if he can hit upon a method of planting a favorable opinion in enough individual minds he need not worry unduly about the aggregate resources of the big fellows.

John Leckie Advanced at Joseph Dixon Co.

John Leckie, who has been with the Joseph Dixon Crucible Co., Jersey City, N. J., for the last eighteen years, has been made manager of the sales-promotion bureau of that organization. He will also have under his direction the school bureau, pencil department, of the Dixon company.

W. G. E. Birkett With Paige-Detroit

W. G. E. Birkett has been made advertising manager of the truck division of the Paige-Detroit Motor Car Company. He was formerly connected with the advertising department of the Burroughs Adding Machine Company, Detroit.

"Michigan Druggist" Suspends

Following action of the board of directors of The Michigan Druggist, Inc., Detroit, the *Michigan Druggist* ceased publication with the January, 1920, issue. Until the spring of 1918 this publication had been, for ten years, the house-organ of the Michigan Drug Company.

How Printers' Ink Helped This Executive

E. A. SROUT FARM AGENCY
NEW YORK, February 5, 1920.

Editor of PRINTERS' INK:

For many years I have realized the value of PRINTERS' INK to a man whose interests lie in advertising, for I have read it closely ever since, and several years before, my business was established twenty years ago, and have profited much from the reading.

But it was not until a story concerning myself and my business appeared in the February issue of *Printers' Ink Monthly* under the title, "A \$17,000,000 Business Born in a Woodshed," that I fully realized the extent of its circulation and its influence. From the letters which I have received from many sections of the country as a direct result of that article, I have gained a very healthy respect for the newest member of the PRINTERS' INK family. Just incidentally, it is likely that I shall make several valuable additions to my staff in several of my offices as a result of the correspondence which has followed.

In building my business, in which I was a pioneer in a new field, PRINTERS' INK was the nearest approach to a text book I could find, and its suggestions helped me over many a hard place in a rough road. The new *Monthly* seems to me to give promise of carrying a considerable step further a work which appeals to me as being of the greatest value to the business men of America.

I hope you will permit me this opportunity to thank you for the courtesies you have extended to me, and to wish you all the success your important undertaking merits.

E. A. SROUT.

Questioned Slogan Claimed by Owners

JOHNSON & JOHNSON
Manufacturing Chemists

NEW BRUNSWICK, N. J., Feb. 7, 1920.

Editor of PRINTERS' INK:

Referring to the slogan inquiry on page 160 of your issue of February 5, would say that for upwards of ten years we have used "The Lather's the Thing," in connection with Johnson's Shaving Cream Soap. Kindly note the enclosed evidence.

F. B. KILMER,
Advertising Manager.

The Old Advertising Is Still Pulling

THE RIPANS CHEMICAL CO.
NEW YORK, Feb. 7, 1920.

Editor of PRINTERS' INK:

Thank you for your complimentary reference to Ripans Tabules on page 71 of the February 5th, 1920, issue of PRINTERS' INK.

With one exception—1917—the Ripans sales have made a substantial increase every year since 1913.

CHAS. H. THAYER.

Try it out in Representative Milwaukee

SHOW WINDOWS

If you had the opportunity of renting a display window where 100,000 buyers passed daily or one where only half that number passed, which would you rent? Naturally the one where the most buyers saw your merchandise. Why not buy newspaper space on the same basis?

A newspaper is a show window. Your advertisement in the Milwaukee Journal puts your merchandise before the Milwaukee buyers. Over 100,000 people buy the Journal daily.

The Journal covers the Milwaukee market thoroughly. Four out of every five English speaking families have it in their homes daily.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

Once Bairnsfather.

Old Bill's crotchety all right—once he tucked a blinkin' seegar away under that mustache o' his he wouldn't 'ave nuffink to do with them magazine-blokes exceptin' the man from Leslie's!

"Why blimy," says Bill, "h'aint it the piper what stuck right back o' us even when we wuz in the mud in Flanders in the first year and lookin' forward to the fourteenth?"

"But think of the circulation, Bill," says one of the others. "It's only 500,000."

"Wot uv it," says Bill, "wot uv it! I wuz with the first 'undred thousand goin' over and, blimy, if I h'aint goin' t' be with the first *five* 'undred thousand comin' back."

So that's all there was to it—and Bill signed up for Bairnsfather to put him on in Leslie's "h'excloosive."



“'U11O!”

Leslie's

Illustrated Weekly Newspaper

Half a Million Guaranteed

THE FIRST 500,000

Is This Your Picture



The Largest Population Live Between the Seas

The Farm Paper is the only paper in the country that reaches the largest population live between the seas. It is the only paper that reaches the largest population live between the seas. It is the only paper that reaches the largest population live between the seas.

Of Your Whole Market?



The Largest, Richest Market for Everything Awaits You in the Farm

The Farm Paper is the only paper in the country that reaches the largest population live between the seas. It is the only paper that reaches the largest population live between the seas. It is the only paper that reaches the largest population live between the seas.

\$25,000,000,000 Buying Power in




The Leading Farm

These Homes Await Your Message




Papers of America

"except Indianapolis"

[News is only evening paper in country to get the 20-page Farm Paper Campaign]

YOU ARE RIGHT, Chicago Daily News, there are some "must" papers in the country. The same keen agency man puts the blue pencil imperative on News in Chicago and News in Indianapolis. If the campaign is for morning papers over the country, it's *except* Indianapolis. If it's Sunday papers, it's *except* Indianapolis.

This is the thirteenth retail market on the continent. It's small and compact and easily cultivated. The market is "must." The paper is "must"—for the market is one that can be thoroughly covered at one cost by

The Indianapolis News

Largest Evening 3c Circulation In America

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Advertising Success Causes Change in Product's Name

"Velmo" Succeeds "Mohair Velvet" to Protect a Market Won by Advertising but Which Was Not Secure Against Substitutes

VELMO is one of the newest advertised trade names; its luxurious sound is being impressed upon the national ear. While the name is new, the product is not; for it has been nationally advertised during the past three years under the name of Chase Mohair Velvet and was sold by L. C. Chase & Company for many years before. Paradoxically, it is the unexpected success of the advertising that has made the change in name desirable. The story of it is interesting because it shows the solution of a difficulty many a business is facing.

It is necessary to go back a bit. Chase & Company began to sell this product originally under the cognomen of Car Plush, mostly to railroad car manufacturers for upholstering of seats. It is made of the fleece of the Angora goat and woven with a nap, the wear coming upon the ends of the fibres rather than upon the sides. Later the carriage builders took it up, using it for fine conveyances. Furniture manufacturers put it on their expensive pieces, and it was sold through jobbers for all upholstering purposes. Then came the development of the automobile, with richly trimmed limousines; and going after the market, a great new business was built among the manufacturers and retail dealers.

Three years ago it blossomed

forth in national advertising. It was rechristened Chase Mohair Velvet, and the term Plush which up to that time had adorned it was abandoned. Explaining the change at this time, the S. A. Conover Company, which is in charge of the advertising, says:

Our extensive line of Mohair Upholstery fabrics which has been favorably received under the advertised name of Chase Mohair Velvet will hereafter be designated under our new registered trade-mark:

CHASE
Velmo
Made by Machine, Made, U.S.A.

The registered trade-mark will afford protection for both you and ourselves. And for the name Velmo stamped on the back of the Chase Mohair Velvet which are made from the highest fibres of the Angora Goat.

F.C. Chase & Company - Boston
New York - Detroit - San Francisco - Chicago

Exporters in Manufacturing Since 1847

ADVERTISEMENT ANNOUNCING THE NEW NAME
TYPIFIED THE PRODUCT'S QUALITY

"The word 'plush' was a generic term, with many different species; and nothing in the name indicated the real nature of the fabric or its luxurious qualities. The name 'velvet,' too, was a broad term, but more readily associated in the public mind with soft, fine qualities. This word was therefore

adopted—the material being actually one kind of velvet—and linked with the term Mohair—which gave it a true designation. It gave a name which would more readily tend to arouse favorable reactions without at the same time making too violent a change from the name by which it had been known."

Under the new name, advertising helped to give it great general popularity. It developed for the product a close acquaintance with the public. During the three years of advertising, the business of the company has progressed at a multiplied rate compared with any previous period in its history. The ultimate buyer was utilizing his acquired knowledge to select Mohair Velvet, either by picking out some fine pattern for his custom-built limousine, or by purchasing furniture equipped with the velvet covering.

To the general public there was only one Mohair Velvet. So thoroughly did advertising perform its work, so alone were its makers in the advertising field, that no thought of any other similar product entered its mind. But while many advertisers would be extremely happy could they arrive at this unusual stage, difficulties attended it. Because the buyer knew of only one Mohair Velvet and would ask for it by that term, he might get another product which went by the name.

For the protection of the consumer, therefore—and of course for the manufacturers—it was concluded that a change in name was desirable.

Renaming a non-advertised article is as simple as christening a new-born child; but a product upon which money has been spent to popularize under a certain name is quite a different matter. The two big problems were the choice of name and a plan of transferring the cargo of good will from one ship to another without spilling it into the ocean.

If one were unacquainted with the meaning of Velmo, its soft consonants and suggestive rich-

ness would immediately call to mind a picture of something soft and deep and fine. Various names were suggested, but Velmo stood out with such superior definiteness that the choice was unanimous. Being a coined name, derived from the words velvet and mohair, it was registerable without difficulty; a further surety being that the name had been used for another product by the Chase company in times past and proprietorship already attached to it.

Announcement of the change in name was first made in January issues of a long list of general publications, and others will appear during the early months of 1920. This product's advertising from the start has been done largely in three and four colors, permitting the soft richness of the fabric to be pictured; but the first Velmo announcement surpassed all previous efforts. Full pages in four colors, bordered by an elaborate design illustrative of the tapestried effect of some of the Velmo patterns, with inset paintings suggestive of the splendor of old-world royalty and the fashionable luxuriousness of our own Colonial period; and hand-lettered text in unusual style, gave the advertisement an outstanding prominence which could not fail to draw more than the usual degree of attention.

To make the transition easy, the name Chase is tied with the Velmo trade-mark in the same relative position as formerly in connection with Mohair Velvet. All future advertisements for a period of months will in addition carry a paragraph explaining the change in policy, to insure that readers will know that Velmo is the same product they have seen advertised for several years. How long this feature is to continue will depend upon developments.

In most movements of this sort it is customary to send volleys of information to jobbers, dealers and others informing them in advance of the purposed change. In this case, however, the usual procedure was reversed and nothing was said to the trade until after

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the periodical publicity had appeared. It was felt that having seen the general advertising, interest and curiosity would be aroused and greater attention paid to the direct matter coming later. The first news sent to the trade was an enlarged lithographic reproduction of the full-page consumer advertisements, posted in mailing tubes. Furniture manufacturers and jobbers, upholsterers, motor car manufacturers and agents—all the various lines of business in which Velmo is sold were covered with this announcement. Following this (in course of preparation at time of writing) is to be a four-color folder which is made to do double duty by reproducing on one side several Velmo patterns. In connection with this folder a circular letter will be sent to jobbers offering extra copies for distribution to their own retail trade. This effort together with trade-paper space, will make the tie-up between sales and general publicity.

Naturally the volume of advertising has been greatly enlarged and will continue in good measure until the new name is well established in the public's mind.

Where Costly Space Is Free

AS many newspapers give freely of their news space for the printing of inspired contributions, it is not strange that those desiring to create a public opinion, or change public opinion, prefer the free use of the reading columns, rather than to pay for advertising space, nor is it strange that the purveyor of olive oil alleges that its virtues should be heralded in the news columns, while dentists' associations seek the same channel for spreading instructions regarding the care of the teeth, because perhaps, dental ethics prohibit them from advertising.

Many appeals made impress editors with their reasonableness, and yet, when analyzed, all have the same motive, purpose, and

line of reasoning, and that is simply the desire to get free delivery to the public of a message that in all cases could be as well, if not more forcefully, told in the advertising rather than in the news columns.

Helen Rowland is responsible for a statement regarding the problem play with a purpose; that the purpose is to make money, and the problem is, will money be made? The newspapers, presumably, are conducted for the same purpose and not with a view to being tracts or free vehicles for propaganda, and yet the extent to which they permit themselves to be used for the latter purpose not only results in a large army of men being constantly employed at a high remuneration for the purpose of flooding their columns with advertising and semi-advertising matter for which no payment is received by the publication, but also brings about a condition which directly lessens their sources of revenue because of the obvious truth that where service may be had without charge, money will not be paid for it.

In support of this statement it may be reported that recently there was severe competition on the part of many agencies for a very large advertising appropriation in which nine out of the ten competing agencies based their solicitation on the large volume of free advertising they could secure from the newspapers for the advertiser. Such solicitation must inevitably prejudice the advertiser and tend to lessen his confidence in either the value or the necessity of paying for his publicity.

Is not the present the best time to close news columns to inspired and unsolicited contributions, whether disguised as news or otherwise? — American Newspaper Publishers Association Bulletin.

Robert F. Woodill, for the past four years with the United Advertising Corporation, New York, has been made sales and advertising director of the Ludlum Motor Car Company, Newark, N. J.

2,800,000 Pieces of Printed Matter Helped Y.M.C.A. Sell Thrift

Many Columns of Newspaper Advertising Used by Business Men Who Co-operated

BUSINESS men in more than 700 cities co-operated with the Young Men's Christian Association in advertising National Thrift Week during the week of January 17-24. So marked was the success of the campaign that it will be repeated next year.

Incomplete reports received at the National Headquarters of the Y. M. C. A. in New York show that more than 314 pages of newspaper advertising were used.

One Indiana city director reported twenty columns of newspaper advertising daily. In a North Carolina city a daily issued a special thirty-page thrift edition. The campaign newspaper portfolio advertisements were widely used. Ten thousand and forty-nine column inches of newspaper copy have come into the central office.

Local Thrift Week committees spent money for advertising; bankers carried special advertisements on "Bank Day"; real estate dealers and construction industries took large spreads on "Own Your Own Home Day," and other business men featured displays on other days. "Share With Others Sunday" was advertised by ministerial associations and business interests. Some national advertisers adapted their copy to the week. Colgate & Company, for instance, ran special advertisements.

Most of the financial advertising agencies got out special material for their clients. The Trust Company Section of the American Bankers' Association produced and distributed "Make a Will" posters, window cards, leaflets and pasters. Life insurance companies prepared and sent out posters, three different leaflets and a speaker's suggestions folder.

The advertising material produced at the National Thrift

Week Headquarters included an Economic Exhibit of sixteen illustrated charts in colors mounted for display in fumed oak frames to be placed in factories, schools, shops and other public places; sixteen window cards; seventeen posters; six motion picture trailers; special supplement to the Thrift Week edition of *Association Men*; a financial creed desk card called the "Business of Making a Living"; a family budget book; personal account book; eight leaflets bearing on each day observed, to be distributed on the respective days in connection with talks, pay envelopes and other ways; savings club folders to enlist the interest of those reached by the campaign in the savings clubs, which were organized to conserve the results of the week's advertising; economic programme booklet, which gave a brief description of the entire Thrift Week programme; post cards distributed free by local committees; ten mica slides for use in theatres; and seventeen colored stereopticon slides with a 2,300-word lecture entitled "Benjamin Franklin, Teacher of Thrift," for use at the meetings of smaller groups. Over 2,800,000 pieces of matter were sent out from national headquarters for use by local committees. In addition to this, a number of local committees got out special advertising material. For instance, in Pittsburgh, half a million cards on which were printed the Ten Steps to Success or "Ten Financial Commandments," as they were called, were printed and distributed in the industrial plants and schools.

An interesting feature of the week as observed in Bayonne, New Jersey, was the appropriating of funds by the City Council for running full-page displays of the mayor's thrift proclamation in the newspapers.

*A circulation is no larger than
its value is to you*

Dominates the Chicago Evening Field in Automobile Advertising in Its Auto Show Number and During Auto Show Week.

In line with its record of over five years' dominance in Automobile Advertising in the Chicago evening newspaper field, The Chicago Evening Post led all other Chicago evening newspapers in total Automobile Advertising carried during the Chicago Automobile Show, which recently closed.

In the special Show Numbers The Chicago Evening Post led its nearest competitor by 21,445 agate lines. The figures follow:

Auto Show Number	
POST - - - - -	75,770
JOURNAL - - - - -	54,325
NEWS - - - - -	41,370
AMERICAN - - - - -	29,533

In the total Automobile Advertising carried by the Chicago evening newspapers during Auto Show week, The Chicago Evening Post led its nearest competitor by 27,392 agate lines. The figures follow:

Auto Show Week	
POST - - - - -	163,212
NEWS - - - - -	135,620
JOURNAL - - - - -	93,708
AMERICAN - - - - -	62,296

These figures, in addition to the records of the past five years, which we will gladly furnish any interested advertiser, prove beyond successful contradiction that the dominant Automobile Advertising medium in the Chicago evening field is

The Chicago Evening Post

Eastern Representative—

Kelly-Smith Co., Marbridge Building, New York

Western Representative—

John Glass, People's Gas Building, Chicago

THE SHAFFER GROUP

Chicago Evening Post	Louisville Herald
Indianapolis Star	Muncie Star
Denver Times	Terre Haute Star
	Rocky Mountain News

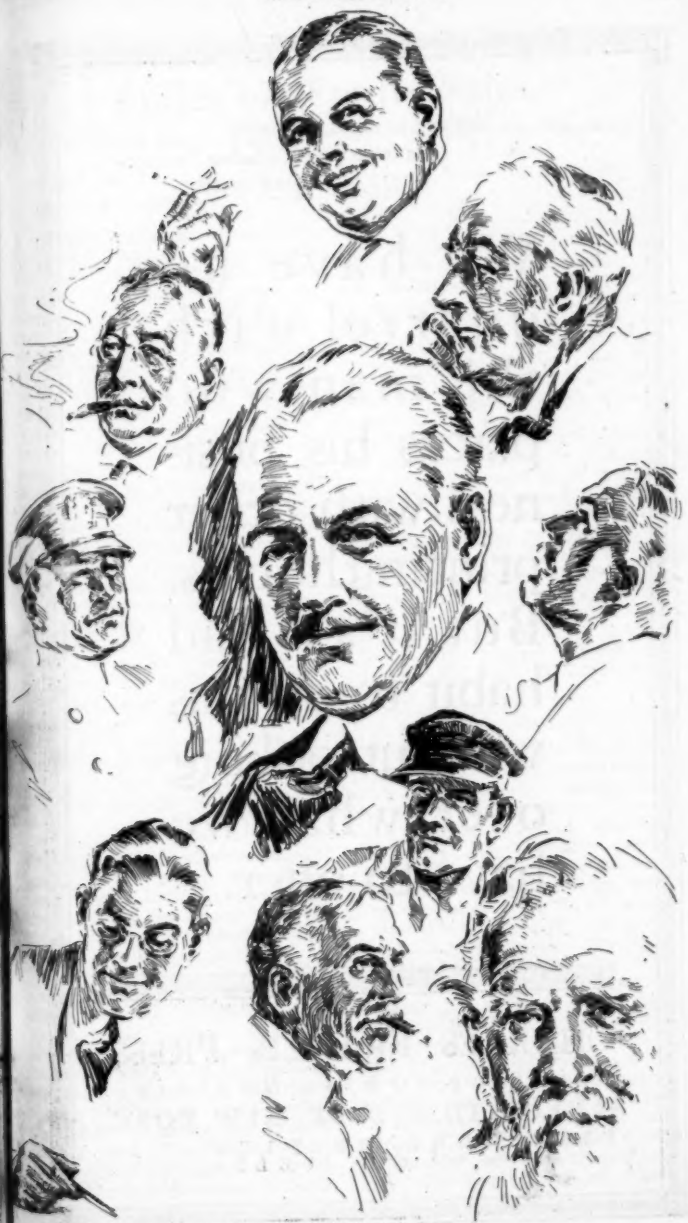
CHARACTER

Faces caught in the hurrying traffic of an active day—the rugged face of Labor, the brow-furrowed features of Big Business—no two ever alike and each telling its own dramatic story of human progress. Advertising should show types, animated, vigorous expressions, and star performers in all the little domestic and industrial scenes of salesmanship on paper. Making people really LIVE, in this silent portraiture, is one of the imperative essentials of modern advertising—and we therefore make a special study of it.

The ETHRIDGE ASS'N OF ARTISTS

New York Studios · 23 East 26th Street
Chicago Studios · 140 N. Dearborn Street





"Nothing so needs reforming
as other people's habits."

—MARK TWAIN

We have no
quarrel with
the man who
places his busi-
ness with other
printing houses.
But it's a bad
habit to do this
without looking
over what we
have to offer.

CHARLES FRANCIS PRESS
Printing Crafts Building
461 EIGHTH AVENUE, NEW YORK
TELEPHONE GREELEY 3210

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Kelly-Spr

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The Kel which is vertising dies just seeking s duction is eral month simply to the public already w tige and ke will that h being its

"Unprofessional" Advertising That Builds for Future Sales

Kelly-Springfield Advertising Gets Consumer Attention with Illustrations in Lighter Vein and Two Brief Lines of Copy

By C. P. Russell

LARGE, full-page illustrations made from line drawings devoid of much detail; two lines, or at most three lines, of copy in comparatively small type; no argument; no "message"; a light touch both to picture and text—such is the advertising on which one big company is spending thousands of dollars a year.

A few years ago such layouts would have drawn criticism. It would have been argued that valuable space in which voluminous "reasons why" could have been presented, was being wasted. It would have been pointed out that costly pages were being given over almost entirely to mere pictures that carried no selling appeal. However, "there are more ways of killing a cat than by choking it with butter," and as experience has brought us new light and new viewpoints, we realize that advertising often moves in a mysterious way its wonders to perform; that it is not a fixed or rigid thing but a force that may be adapted to varying ends.

Suppose you criticise a man on the score that his advertising will not create sales, and he immediately comes back at you with the reply that he doesn't want to create sales; what ground is there for you left to stand on?

The Kelly-Springfield Tire Co., which is responsible for the advertising above described, occupies just that position. It is not seeking sales—its capacity production is already booked up several months ahead. It advertises simply to keep its name before the public, to retain the ground already won, to uphold its prestige and keep unimpaired the good will that has been acquired. Such being its position in regard to

sales, it can afford to dispense with the last of the four steps which are considered essential to the construction of good advertising—attention, interest, desire, action. For the present it is not concerned about action in the sense of inducing sales, and it, therefore, has its choice of the other three steps on which to lay emphasis.

It has decided that its interests are concerned principally with the first step—the gaining of attention. There are sound reasons for this policy. The tire manufacturing industry is competitive—severely so. Its advertising is necessarily likewise. There are scores of tire makers in the field and a new one enters almost every day. All of them are in the race for the biggest volume of business, and many of them are running neck and neck.

STROVE FOR ORIGINALITY

The Kelly-Springfield Co. is an extensive patron of advertising space in general periodicals. Some time ago it looked over various publications and decided that tire advertisements were much alike. The makers all believed they had a good thing, and they used much text to tell why.

One thing, therefore, appeared to be immediately necessary and that was to be different from the other fellow. To make one advertisement get attention above all the others and in the midst of such severe competition, it would have to be distinctive—not freakish in such a way as to misrepresent the institution, but possessing some element that would immediately arrest the reader's attention, not only in competition with other tire ads but all other ads.

The device adopted was a simple one—the free use of white space and the placing of the illustration and copy so as to balance each other, and yet deriving the full benefit of contrast. An advertising character, a young girl with blowing hair named Miss "Lotta Miles," came into being. Her head and shoulders were de-

to get Kelly-Springfield mileage out of low-priced tires is one way of buying experience at the top price."

This style of advertising was followed for some time, until other advertisers, whether by coincidence or the influence of example, began to use a similar layout of copy and picture.

Keeping in mind its purpose to be "different," the Kelly-Springfield advertising department then decided upon an altogether different type of ad. Miss "Lotta Miles" was put on the shelf. The small block of text was abandoned. No effort was longer made to have lots of white space. An artist clever at line drawing and with a gift for imparting a certain distinction to his work, was called in and told to make pictures in plain white and black that would cover a full page. He could use up all the white space available or he could leave some, just as he chose. He was simply asked to draw motor cars, using for patterns any make he liked. He was to depict motor cars under any and all sorts of conditions — burning the roads in fair



"Heavy Weight! How can you see such perfectly useful language? It's your own fault, because for drawing out with this thing you select you had a Kelly-Springfield in the picture!"

NOT LIKE OTHER ADVERTISEMENTS OF TIRES

pictured as looking out of a frame formed by a Kelly-Springfield tire turned at a quarter angle. She generally appeared at the lower right-hand corner of each advertisement. In the opposite corner was a little block of text in plain, bold type. The copy presented no selling points, but merely left an inference. The sentences were short and the style epigrammatic. This is a sample:

"The price of experience has always been high even when the cost of living was low. Trying

weather, stalled in the mud, halted by a break-down, standing at a curb—anywhere, only he was to put at least one human figure in the composition. The only other condition was at least one wheel of the car depicted must be a Kelly-Springfield.

The copy written for the motor car pictures was of the simplest and briefest description. Most of the time it took up only two lines of type, set in an inconspicuous position at the bottom of the page.

For example, one picture

showed her back to the engine scattered Beneath text:

"Thank Springfield least from the

Another owner a By standing time. following:

"What white flag a blow?"

"No c Springfield

The p vertising does not ity, but impressi fortunate knows t high-clas being es required

The a scribed tires for Kelly-Sp tising is abounds featured Springfield trial car heavy la under tr ation of

"To e ing of p it is," sa presiden analysis ridiculou

"Why anyhow i tainment condarily many o lighter a therefore vertisem the read in accor sired to h Consequ

showed a nifty demoiselle with her back turned bending over the engine of her car. Tools lay scattered on the ground. Evidently there had been trouble. Beneath were these two lines of text:

"Thank goodness, I have Kelly-Springfield Tires on the car! At least there won't be any trouble from that source."

Another picture showed an owner about to step into his car. By stands a friend in golfing costume. The only copy is the following:

"What! going motoring in white flannels? Suppose you have a blowout?"

"No danger, old chap—Kelly-Springfield Cord Tires."

The purpose of this style of advertising, is, of course, plain. It does not argue or claim superiority, but assumes it. It gives the impression that save for a few unfortunate individuals, everybody knows the Kelly-Springfield is a high-class tire and that the fact being established, no argument is required.

The advertisements herein described refer, of course, only to tires for passenger cars. The Kelly-Springfield truck tire advertising is of quite another type and abounds in reasons why. It is featured by illustrations of Kelly-Springfield shod trucks and industrial cars which have performed heavy labors for long periods or under trying conditions—an adaptation of the testimonial idea.

"To explain why our advertising of passenger car tires is what it is," said Maurice Switzer, vice-president, "requires some little analysis and understanding of periodicals' readers."

"Why do people read magazines, anyhow? Primarily for entertainment or relaxation. Only secondarily for instruction. We use many of the publications of the lighter and amusing sort. It is therefore our belief that the advertisement which will appeal to the reader most is that which is in accord with his mood—his desire to be entertained or amused. Consequently, ours carries a light

touch. It is meant to be amusing or entertaining in itself. The picture often portrays a humorous situation and the little conversational bits of copy are written in harmony with it. We are not afraid of humor in advertising. On the contrary, we have proof of effectiveness.

"In the second place, it must be remembered that few persons in this day and time read a periodical from cover to cover. They skim over the pages and pause only at something that has an instant attraction for them. Therefore our advertisements are intended to meet that necessity. We depend on the picture to arrest attention. The copy is then kept brief and pungent so as to make its point quickly and show the reader that he faces no long argument."

That Mr. Switzer's idea has "gone over" he believes has been proved not only by the fact that the factory is oversold by 50 per cent, but by the letters he gets which comment on some point or phase of the advertising. He has had inquiries as to whether his artist will undertake the designing of motor car bodies. An occasional letter objects because the illustration has put the drive on the wrong side or finding fault with some other detail of the car. A fellow advertising manager wrote in to ask if he didn't think that one picture of a motor car breakdown might have a harmful effect on the automobile industry, by suggesting that automobiles were subject to mechanical troubles. When an advertising man gets letters like these, he feels that they are at least good indications that his ads are getting attention, which in the Kelly-Springfield case, as explained, is the first thing aimed at.

Simmons Hardware Account with Gardner

The Gardner Advertising Co., Inc., St. Louis, has been appointed to handle the advertising of the Simmons Hardware Co., St. Louis. A campaign to advertise Keen Kutter tools and cutlery will soon be started.

One Kind of Sabotage

WHAT the country needs is fewer goods at higher prices. An abundance at reasonable prices may be disastrous. So think the members of the Associated Dress Industries of America, if their opinions are accurately represented by their secretary, David Mosessoohn. Mr. Mosessoohn declares that "the organization will use every effort to warn manufacturers against an over-production of popular-price merchandise." In the season just passed there was, unhappily, "an over-production of cheap merchandise, with the result that many wholesalers sustained severe losses on account of offering the goods that they were caught with at considerably reduced prices." So, says Mr. Mosessoohn, "the manufacturers and jobbers of popular-price dresses are exercising caution," and are all being warned against giving the public too many dresses at prices it can afford to pay.

This will not be good news to women who have found the prices this year high enough. Nor can it confirm their confidence in those diagnosticians of commerce who assert that the blame rests on the workers, who ask higher wages than before and will not do as much work. The editor of **PRINTERS' INK**, who reprints a part of Mr. Mosessoohn's statement, wonders if the latter's press agent ever heard of the California raisin or walnut growers, who, instead of keeping up prices by withholding part of their product, as the old-fashioned monopolists used to do, increased their demand and kept prices down by judicious advertising. "Restriction of production becomes an economic crime when the worker practises it," this editor reminds us; "what is it when advised by an association?"

Of course, it is really sabotage. Anyone who wilfully hinders production commits sabotage. To keep a factory idle or partly idle when it might be run-

ning at full time destroys tangible wealth just as truly as though the factory were run on full time and a part of the product destroyed. To keep prices up by restricting the production of cheap goods and increasing that of the more costly amounts to the same thing, for it arbitrarily limits the market, so that the consumer, for whom industry exists, is unable to buy what he needs. There may be temporary personal profit in this sort of policy, but the community loses from the start, and any industry based upon such practices is dangerously unstable. The country needs staple goods at moderate prices. Despite the fairy stories of the silk shirts and fur coats of the new working class, there is a sound demand for moderate-priced goods. To attempt to frustrate that demand is putting emery in the bearings of commerce.—*New York Globe and Commercial Advertiser.*

President Meredith Addresses Washington Ad Club

Edwin T. Meredith, Secretary of Agriculture, and president of the Associated Advertising Clubs of the World, in an address before the Advertising Club of Washington, D. C., on February 3, outlined the work of advertising clubs and urged members to use their influence to promote "good, clean advertising."

"Untrue advertising of fraudulent investments promotes bolshevism," he said. "Advertising must do its share of the work to procure proper distribution of merchandise, which is one of the many grave problems confronting the nation to-day. Advertising is a real force for the promotion of better business and advertisers should see to it that they are making efforts to accomplish this purpose and not detract from the work which advertising can do."

Mr. Meredith was unanimously elected an honorary member of the club.

G. A. Lehmann with "Hearst's Magazine"

George A. Lehmann has been appointed a Western representative for *Hearst's Magazine*, New York, with headquarters in the Chicago office. Mr. Lehmann was formerly space-buyer and representative for Johnson, Read & Company, advertising agency, Chicago.

The Trial Ground Of American Advertising

THE 800,000 people who live and work in Baltimore and its suburbs constitute only part of Baltimore's total market.

All the 237,056 people in four bordering counties fill some of their needs in Baltimore. Many do most of their buying here. Nearly all deal with merchants who do.

Superb automobile roads, a network of interurban lines and three great railroad systems draw throngs of shoppers daily from prosperous towns, villages and farms within a 100-mile radius. And, in addition, Baltimore is the largest and logical jobbing center of the South.

The accessibility and wealth of the Baltimore market make it a distinctly attractive "try out" field, particularly as you can dominate it through the sole use of *The Sunpapers*.

You can promptly secure the distribution, confidence and sales necessary to success in Baltimore *through The Sunpapers*, because

Everything In Baltimore Revolves Around

THE SUN

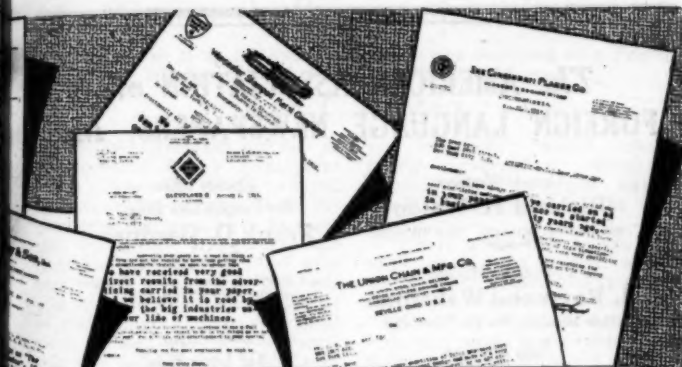
Morning

Evening

Sunday

John B. Woodward
Times Bldg.,
New York

Guy S. Osborn
Tribune Bldg.,
Chicago



The Decision of the "Industrial Supreme Court"

The Supreme Court of the technical advertising world has handed down a decision on the value of advertising in The Iron Age.

The best medium the manufacturer can use in advertising and selling his commodities to the machinery, automotive, farm implement, shipbuilding, railroad, iron, steel, foundry and other metal working fields is The Iron Age — "The World's Greatest Industrial Paper."

No other publication is so closely watched for industrial news and so constantly used, day after day, as a reference book in the actual buying of raw materials, machinery and equipment.

That is the gist of the straight-forward, unbiased opinion of the highest court, where the judges are the advertisers themselves — advertisers in all branches of the metal working lines.

This decision is final. The advertisers who render it are familiar with all industrial publications. They *know* which one is best.

Arguments, charts, statistics are all of no avail if offered in contradiction to the decision of the *advertisers*. *Theirs* is the last word.

The documents in the case are the letters we have received from these advertisers. They have been reproduced in our booklet "Letters of Appreciation from our Advertisers." If you are face to face with the problem of "finding the right medium" for selling the metal working industries, write us and tell us frankly what your difficulties are. We will then be glad to send you this booklet, with definite, constructive advertising suggestions.

THE IRON AGE

THE WORLD'S GREATEST INDUSTRIAL PAPER

239 West Thirty-ninth Street

New York, N. Y.

CHARTER MEMBER A.B.C. AND A.B.P.

The AMERICAN ASSOCIATION of FOREIGN LANGUAGE NEWSPAPERS, Inc.

General Manager

Richard H. Waldo

(late Business Manager, "The Stars and Stripes")

Production Manager

J. Raymond Wakeman

(late Manager, The Van Cleave Co.)

Sales Manager

T. Beatty Spencer

(late Advertising Manager, N. Y. Evening Telegram)

Art Manager

Capt. Carl V. Burger

(late Instructor, Dept. of Architecture, University of Illinois)

Advertising Manager

Laura B. Carpenter

(late Chief Advertising Copy Control, N. Y. Tribune)

Chicago Office

764 Peoples Gas Bldg.

Frank D. Gardner

Manager

(late Secretary, Amer. Assn. Foreign Language Newspapers, Inc.)

Boston Office

824 Little Bldg.

William H. Putnam

Manager

(late Advertising Manager, N. Y. Herald)

Cleveland Office

412 Hickox Bldg.

Samuel Bravo

Manager

(late Executive Secretary, Cosmopolitan Press Club, Cleveland)

THE personnel of this organization indicates the type of service to be expected. Foreign language newspapers provide access to more than 8,000,000 wage-earners who are in possession of more money than ever came to them before. Their thrift is proverbial. Their willingness to spend in the purchase of high-class American goods is known to only a few of the leading advertisers.

Advertising copy can be originated or translated into the vernacular of any tongue by the trained specialists of the American Association of Foreign Language Newspapers. Detailed information is available by mail or interview.

The AMERICAN ASSOCIATION of FOREIGN LANGUAGE NEWSPAPERS, Inc.

RICHARD H. WALDO, General Manager

Peoples Gas Bldg.,
Chicago

Hickox Bldg.,
Cleveland

Little Bldg.,
Boston

Woolworth Bldg.,
New York

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Poster or Persian Garden?

The Town Ash Heap Is Often Improved by the Screening of a Painted Display, But Joseph Pennell Thinks Otherwise

By S. C. Lambert

ARE the Jersey salt marshes so beautiful that a rectangular object, colored and lettered, erected in their midst destroys their enchantment irretrievably? Is a vacant lot, littered with rubbish and corroding tin cans, so filled with poetry that to screen it with gay posters is to lower the standards of civilization? Is an abandoned farm, studded with decayed buildings and criss-crossed with broken-down fences, so appealing to the eye that a dozen advertising signs upon it will shock the sensibilities? Is a rubbish heap less of an affront to good taste that a bold design painted by a talented artist? Are our modern factory towns and industrial cities with their rows of gaunt buildings and clouds of smoke so instinct with wistful beauty that their posters and electric signs grate upon the artistic temperament? Which more charms the eye—a coal yard or a Maxfield Parrish poster? Is it not a mercy that some of our back yards are screened from the public gaze by the works of the advertising artist?

These are some of the questions that come to mind after examining some of the recent remarks by Joseph Pennell, the Philadelphia artist and art critic, before women's clubs and similar organizations. A typical address by Mr. Pennell was that recently delivered before the Ohio Women's Clubs at Cleveland. His subject was his favorite one: "The Curse of the Billboard." Mr. Pennell, as of old, urged its total suppression. As a starter he recommended that it be "taxed out of existence." He declared that many of them are "pathetically vulgar," and "obliterate the beauty of nature." He argued that the lumber contained in mod-

ern billboards "would rebuild nearly everything destroyed abroad" and "the paint wasted would cover nearly all the new buildings."

"Where a few months ago," he went on, "I saw boskey woods and winding streams and stretches of farm land and mountain heights, I now see the most artless and most inane announcements of the most useless and the most tawdry and even unnecessary articles." He condemned the electric sign as "making the nights hideous."

Mr. Pennell is an old crusader against outdoor displays, but he has the weakness of most critics of whatever nature. He is purely destructive. His latest criticism, as usual, has nothing constructive to offer. He has no suggestions about improvement, but would simply obliterate. His mind works not in the direction of building up, but merely of pulling down. He would create a vacuum and leave it void of substitutes.

FREIGHT CARS MAY INTERRUPT AN ARTIST'S VIEW

Consider the freight car. It is more often than not "pathetically vulgar." It frequently gets in our way when we would observe the woods bosking, or the streams winding, or the farm land stretching, and therefore can be justly said to "obliterate the beauty of nature." It is not so bad by night, but to him who dreams of Grecian temples and green nooks known only to nymphs and hamadryads, it no doubt makes the day hideous. It is frequently artless, often inane, and habitually tawdry, but, gosh, how necessary!

Would Mr. Pennell, merely because it is vulgar, unimaginative and grossly suggestive of com-

merce, suppress the freight car? Would he, simply because it often cuts across our view of the scenery, tax it out of existence? Would he, simply because its architecture is banal and because it is frequently a carrier of things that the human race, in a pinch, could dispense with, carry on a crusade against it among the women's clubs?

The freight car surely can be improved architecturally. Its colors leave much to be desired. The lettering and legends that it bears on its sides are in many cases quite too glaring. Its lumber and paint would doubtless be welcome in the devastated regions of Europe. But are these sound reasons for destroying it wherever found?

It might be argued that the freight car is not analogous to the billboard, but that is not the point. The point is that the freight car came into being as a concomitant of our modern commercial and industrial civilization, and though its presence sometimes defaces our scenery, it has a highly useful function to perform and cannot be dispensed with as long as men manufacture goods that must be sold and distributed. The billboard came into being through the workings of the same processes and in response to a similar demand. It is a part of that advertising force which has been found necessary in the distribution of goods and therefore has a useful and vital function.

Our industrial civilization sprang up quickly. Almost overnight vacant fields became planted with factories and mills were harnessed to rural streams. Handsome residences in our cities have been supplanted by looming stores, and our riversides have been transformed into gaunt rows of docks. Many of these industrial structures were built too hastily and thoughtlessly, no doubt, and without a proper regard for beauty and harmony. In numerous cases they are susceptible of great improvement, æsthetically speaking, and yet ugly as they are, no one questions that

they have not an adequate reason for existence, and no one nowadays advocates their obliteration.

And yet there was a time when they gave great offense to apostles of beauty. Aesthetes like John Ruskin turned out their batteries of literary and artistic diatribe upon them and protested loudly against their rise and growth. They demanded the entire abandonment of the rising industrial system, ignoring the fact that in a complicated and populous world, with a constantly increasing need of goods, the industrial plant, with its facility for turning out products in quantity, was bound to supplant the craftsman's shop, with its products that, however beautiful individually, issued too slowly to satisfy a bustling world.

Now that we have a little more leisure and a little more time for reflection, we are thinking of a better way to do these things. We have accepted the factory as indispensable, but nowadays we make an effort to make it handsome and its surroundings harmonious. We no longer want to destroy industrialism, but to improve it in accordance with heightened ideals.

Mr. Pennell is an artist with great gifts. He has found a way to improve upon the work of unimaginative draughtsmen, and in his etchings has invested great industrial works and shipyards with glamor and beauty. But why should he stop there? If he finds the modern advertising display unsatisfactory, why doesn't he educate us in a better way to doing it?

Miller Freeman Buys "Fishing Gazette"

The controlling interest of the *Fishing Gazette*, New York, has been purchased by Miller Freeman.

G. E. Jennings, who has conducted the journal for twenty-seven years, will continue as president. Russell Palmer, for ten years manager of the Miller Freeman publications, will be manager. The other allied publications of this organization are:

Pacific Fisherman, *The Salmon Packers Register*, *Motorship* and *Pacific Motor Boat*.

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Peopling the Advertisement With Characters That Really Live

The Use of Models Is Becoming Necessary, for One-time Immature Characterization Is Taboo

By W. Livingston Larned

ONE of the Sunday magazine newspaper sections carries a full-page feature that sprang into favor from the start and is syndicated with gratifying success.

As many as a dozen charcoal, pencil and crayon drawings are presented, and each week, W. E. Hill, the creator of the idea, selects some human frailty to unscramble pictorially.

Editors say that the series is popular because all of the characters shown are marvelously true to life. The people are real people. You see their counterparts every day. You meet them in your own home, your office and on the streets. They are easily recognized human types.

Mr. Hill has a comparatively simple formula in making his illustrations.

He does not exaggerate.

He does not idealize.

And it is between these two that the average artist comes a cropper, insofar as reproducing life is concerned.

He is unwilling to put on paper the genuine simon-pure article. It is equally bad to go too far in either direction. This business of idealizing men and women reduces art to a sort of uninspired pattern. It is what, for a long period, gave us a standard mould for men, in the advertising of clothing. It created the "pretty-girl" cover, all peaches and cream, and no character, and sister to a thousand that had gone before.

Someone finally had the courage to observe that while there might be a conventionalized brand of "business man" they were not all fac similes of one another, in real life, and that something should be done in the matter.

The advertiser was often to blame. When an illustration was brought to him, on this very sub-

ject, he would hem and haw and cough and ring a bell for the file boy. Whereupon it would be pointed out to the nervous advertising expert that the illustration was away off. Please refer to Jinx & Blinx, in the February magazines—there was a real business type. Why not make something like that? You see, as in many lines and under many circumstances, there had grown to be an accepted visualization of a class.

The artist had no alternative.

He found that the line of least resistance was to "give the customer what he wanted."

THE BETTER ARTISTS WOULD NOT WORK IN THIS MANNER

This system kept many of our best known illustrators from having anything to do with commercial art. The mere mention of it was enough to make their pin feathers stand on end.

The writer happens to know of numerous cases where this state of mind and this resolute decision was justified by circumstances. Handsome finished canvases were submitted for advertising purposes. Character delineation was in evidence and had been the ambition of the artist when selecting his models.

Then some obdurate and unshakable man, whose say was the final word, looked the work over critically, and decided that he wanted "the faces changed to look more like these"—and he handed forth clippings from past advertisements.

It is doubtful if the public demands that all advertising types be identical.

Where is the authority for this strange theory that advertising illustrations must come tagged and factory-branded, as if they were

so much fac simile merchandise, turned out in job lots?

It reminds us of the new advertiser who, when shown an illustration in which the immortal Lincoln was faithfully pictured, wanted to know if something couldn't be done to make him less homely and commonplace in appearance. Sure! By all means

popular past type, that dated back to the Josh Whitcomb era.

Artists were appealed to and remained unchanged. No, if you wanted to show a farmer so that everybody would instantly recognize him, you must make a long lank, horny-handed old codger, with wind-blown chin whiskers and wearing a battered broad-

brimmed straw hat. And in order to make absolutely certain of the type, it was wise to have him chewing a straw, and with his trousers tucked in only one of his boots.

The reaction on the farmer who read the advertisement was something gorgeous to behold.

The public is not opposed to life as it really exists.

Not every girl is a dashing beauty and not every housewife is a Queen of Sheba in a jewelled gown, making flap-jacks over a gas range.

In desperation, one advertiser of a farm product, actually arranged for a tour for the artist selected to illustrate an extensive campaign. He was bundled into a Ford car along with a territory-coverer and told to keep his eyes open.

Much to his astonishment, he discovered that the modern farmer

is much like any well set-up business man. He doesn't go around chewing timothy, with a standard background of cows and chickens. If he has any whiskers at all, it's because the crops have kept him away from his safety razor.

Do not think for a moment that women are blind to many of the absurdities that creep into advertising campaigns, under the guise of "stunty art."

On Mars Mrs. Jones may come down to the dining room morn-



HEINZ

HUMAN FIGURES, AND A REAL AMERICAN HOME TOUCH

paint a 1920 business manager face on Lincoln and have it a real advertisement!

The rubber-stamp figure in campaigns has by no means disappeared. Farm journals and those fully acquainted with modern conditions on farms, fought steadily for years to bring about a reincarnated "advertising farmer." Production departments, when handed an order for farm illustrations, reached in the Whisker File and dipped out a scarecrow of a

1st**In Men's Clothing**

During 1919, 1,032,024 lines of men's clothing advertising appeared in The Cleveland Plain Dealer—a gain of 362,054 lines over 1918, or more than 50 per cent.

To our knowledge no other morning paper in the United States carries as much men's clothing advertising as The Plain Dealer.

Men's Clothing is only one of 18 classifications in which The Plain Dealer led in Cleveland in 1919.

The Plain Dealer**CLEVELAND**

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York

Western Representative
JOHN GLASS
Peoples Gas Bldg., Chicago



\$208

—we omit the .00—is the average individual bank account of the citizens of Ohio.

Statistics do not warm the cockles of the heart—few read the Report of the Secretary of the Treasury with any degree of undue enthusiasm—but they speak directly to the purse and the pocket. No sensible planter will throw seeds in a muck heap unless he knows its germinative value.

The FACTS—interesting and vital—and the FIGURES—uninteresting but vital—about our exclusive Field in Ohio—reached by the 57 dailies in our List, are contained in a big little booklet we can send you if you will read it. Otherwise not.

ROBERT E. WARD

Director of Advertising

5 South Wabash Avenue, Chicago
225 Fifth Avenue, New York

The Select List of OHIO Daily Newspapers

Alliance Review and Leader
Ashland Times-Gazette
Ashtabula Star and Beacon
Athens Messenger
Bellevue Index-Republican
Bellevue Gazette
Bowling Green Sentinel-Tribune
Cuyahoga Telegraph
Cambridge Jeffersonian
Caldonia Standard
Chillicothe Gazette
Cincinnati Tribune and Times-Age
Delaware Gazette
East Liverpool Review & Tribune
East Palestine Leader
Elmira Chronicle-Telegram
Findlay Republican
Fostoria Times
Fremont News

Greenville Advocate
Hamilton Journal
Kenton News-Republican
Lancaster Gazette
Lima News
Lima Times-Democrat
Lorain Times-Herald
Mansfield News
Marietta Journal
Marion Star
Martin's Ferry Times
Marysville Tribune
Middletown News-Signal
Mt. Vernon Republican-News
New Philadelphia Times
Newark Advocate
Niles News
Norwalk Reflector-Herald

Piqua Call
Pomeroy News
Portsmouth Times
Salem News
Sandusky Register
Steubenville Herald-Star
Tiffin Tribune and Herald
Troy News
Uhrichville Chronicle
Upper Sandusky Union
Urbana Democrat & Citizen
Van Wert Times
Warren Chronicle
Wilmington News
Wooster Republican
Xenia Gazette & Republican
Zanesville Signal and
Zanesville Times-Recorder

ings, to give father his flap-jacks, dressed in a cross between Aphrodite's first act costume and full evening dress, but here on this commonplace, dear old earth, mothers of children and women who do their own work, reserve silks and satins for other occasions.

Men of Hill's calibre have really done much to bring us back to a better realization of advertising illustration values than endless discussion and written protests. When you see the real thing, true-to-life characterization, you are immediately impressed by it. It pleases you, gives you a new confidence in the advertiser's message. To exaggerate and distort the truth in copy would be unthinkable; then why tolerate it in pictures for that copy?

A number of advertisers are seeking the light in this regard. Artists are allowed to do as they think best, without the assistance of critics who really don't know. Such campaigns as those now conducted for Van Camps, Society Brand Clothes, the Cadillac car, Edison Mazda, Pepsodent, Ever-Ready, Heinz, and others, give us a feeling of satisfaction.

When all is said and done, things as they are seem interesting.

Painting a lily green or putting teeth in a canary may be novel, but is novelty the secret of good advertising?

Is it not true that the nearer advertising text comes to life and manners and the habits of folks, and life as they live it, the better copy it is for selling goods?

How much more necessary it is for pictures to reflect life!

There is no escaping the picture. Its story is told at a glance. Its diction is in immovable pigment.

We bow to the Heinz type of design—wash drawings of real home folks doing real things. Mother is on hand, dressed quietly and truthfully, and we are prepared to suggest that while she is not wearing her opera cloak and jewels, as she serves a meal for that husky, beaming boy, she is attractive, nevertheless. And it's

a real sho'nuff boy, by the way, with freckles n'everything. His stockings are wrinkled and his shoes muddy. Of course, some advertisers will claim that the lad should be sand-papered and band-boxed and nose-powdered and sprinkled with lilac water.

Let 'em think it—but they're wrong.

Payrolls Increase, Labor Bureau Reports

Increases in the number of workers employed in ten of the thirteen leading industries are shown in a report made public by the Bureau of Labor Statistics.

Comparing the figures of the same establishments for December, 1919, with December, 1918, the largest increase, 26.9 per cent, appeared in the manufacturing industry.

Eleven industries showed an increase in payrolls, men's ready-made clothing showing an increase of 96.4 per cent and the woolen industry, 58.7 per cent.

An increase in the amount of money paid employees in December as against November is shown in the payrolls of twelve of the industries, cotton manufacturing leading with an increase of 23.7 per cent.

They Write Good Letters in Sweden

AKTIEBOLAGET PUMP-SEPARATOR
STOCKHOLM, Jan. 10, 1920.
Editor of PRINTERS' INK:

Attention—Baby's Daddie

I am sorry, really sorry.

Your December 18 issue to hand, but where is the baby? I have been curious, not to say longing, for a glance at your youngster ever since you announced it was a-coming.

Now listen to a discord from "the remote parts of the gallery." A yell for the baby.

It's missing.

Do see to it that I get it, and right from the very beginning.

Book it a safe berth for a number of passages across the pond.

Advertising Manager.

"American Exporter" Staff Changes

The *American Exporter*, New York, has obtained the services of Stanley A. Beadle, Leroy Jarvis and H. E. Standish. Mr. Beadle has been made advertising representative, covering the Northwest territory, including British Columbia. Mr. Jarvis has been appointed an advertising representative at Detroit. Mr. Standish has been made manager of the make-up department of the four editions, English, French, Portuguese and Spanish, of the *American Exporter*.

*The Great Novel
of the Year*

THE MASTER
OF MAN

By
HALL CAINE

In
Hearst's for March

There are always three and sometimes four great serial novels running in Hearst's. Besides the new Hall Caine story, a new novel by Vicente Blasco Ibanez is scheduled to begin in the April issue.

Compare ordinary magazines with Hearst's.



when you say it in
COLOR
you have said something

The only time that people discard Color and use Black is when they are unhappy. Think it over! Youth paints the town; Health paints the glowing cheek of beauty; Imagination paints the bright picture which ambition transforms into smiles. All life is one broad mass of color. You have to die to get away from it!

**TWO AND A HALF MILLION FAMILIES
READ
THE AMERICAN WEEKLY!**

**"IF YOU WANT TO SEE
THE COLOR OF THEIR MONEY
—USE COLOR!"—A.J.K.**

A color page in The American Weekly is a national advertising campaign in itself.

Read by two and a half millions of the more progressive and well-to-do families throughout the United States, The American Weekly has a greater circulation than any other publication in America.

Every Sunday its color pages are one of the principal features of the

NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN-AMERICAN



The American Weekly

A. J. KOBLER, MANAGER

100, BROADWAY

NEW YORK

W. J. Griswold, Western Representative

Hearst Building

Chicago, Ill.



BUILDERS *of* AMERICAN BUSINESS

CHAS. V. PATERNO, PRESIDENT OF THE
PATERNO CONSTRUCTION COMPANY

"I look forward each month for **SYSTEM** in which
much needed light is divulged on many business
problems.

"I obtain real practical benefits in reading it."

A stylized, handwritten signature in dark ink, appearing to read 'Chas. V. Paterno'.

NUMBER CLXXXIII in the series of portraits of readers of **SYSTEM**

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Goulds Advertises to Win Public Appreciation of Pumps

Nothing to Sell You and Me, but Our Good Will Is Wanted

By A. D. Albin

A CERTAIN well known New York advertising manager, when he is engaging an assistant, has a habit of asking the candidate for the job two or three unexpected questions. Along about the middle of the interview, he quite casually inquires, "What have you been reading lately?" Taken unaware, the applicant is likely to make a confession about his reading habits that shows he is not intrinsically interested in advertising.

If the candidate stands up satisfactorily under this test, a little later he may be asked to answer some such question as, "What is the difference between advertising and merchandising?" This is a query that floors the average applicant. Very few are able to give any sort of an intelligent explanation of the difference between the two terms.

During the last few months, this shrewd employer of men has been asking his prospective assistants one additional question. It is, "How would you define institutional advertising?"

"If they are wise," this man said to me the other day, "they will not try to answer me by defining the term. The best way to explain it is to give an example. Advertising terminology is susceptible to rather broad interpretation. The art is not so cut-and-dried that its terms mean some exact and unvarying thing. 'Institutional advertising,' for instance, may not mean the same thing to any two persons. Roughly speaking, of course, it may be defined as the advertising of the institution rather than its products. But that definition is most inconclusive and certainly would not cover many kinds of advertising which rightfully may be dubbed 'institutional.' As I said

before, the only safe course is to stick to examples. They are always the best definitions."

In studying the current national campaign of the Goulds Manufacturing Company, of Seneca Falls, N. Y., I thought of what this advertising manager told me. Here, indeed, is a typical illustration of institutional advertising, if there ever was one. The purpose of the campaign is to let people know what an important part pumps play in their lives.

You and I may be served by a Goulds' product every day, and still may not have even known that such a concern exists. To us, pumps may have seemed something entirely foreign to our interests. We never bought pumps. We were conscious of no need for them. What, therefore, concerned us the subject of pumps? It made no difference to us who made them. In fact, we didn't care if the manufacture of the article were stopped altogether. It wouldn't subtract anything from the even tenor of our lives.

NO PUMPS, NO CIVILIZATION

How blissful we were in our ignorance! Little did we realize that if it were not for pumps the whole structure of our civilization would break down within a week. As we live to-day most of us are far removed from the sources of our primal necessities. How long could we live without water? Yet to get it all we have to do is turn a faucet or press a button. It is the same with all our other needs. They are delivered to our doors all done up in sanitary packages. We are not conscious of the effort required to get these articles to us, and we are but vaguely appreciative of the terrible inconvenience we would

be subjected to if the service were discontinued.

The boy who has to pump enough water to satisfy the thirst of a tribe of circus elephants, becomes suddenly very conscious of the existence of the mechanical device, known as a pump. The farmer whose wind-mill breaks down and who lacks a gasoline engine and as a result is obliged to wield a pump handle for several hours to raise enough water for his cattle doesn't have to be told that the pump is one of the props that bolster up civilization.

But most of us are no longer watering elephants nor pumping water for thirsty cattle. Water still has to be drawn and wood hewed, but we are not doing these things ourselves. Other folks, assisted by certain mechanical aids, are performing these necessary services for us.

That is why the Goulds company is now advertising pumps to the general public, to millions of persons who may never have any occasion to buy them. The company realizes that it is advisable to let the public know how dependent it is on certain mechanical devices that heretofore it blissfully ignored. In a way, the advertising hasn't anything to sell the public except a sense of appreciation of the importance of pumps. It is institutional advertising, pure and simple.

THE WIDE RANGE OF PUMP USES.

In commenting on this promotion drive of his company, H. F. Miller, the advertising manager, said:

"It is true that before factory buildings can be started, or a new house built, it is necessary to have water supply. If a city water supply is not available it is necessary for each factory or home to do its own pumping. Nevertheless, few people stop to think of this; in fact, very few ever see a pump. It is usually down in the sub-cellar where it works day after day without any knowledge on the part of the people whom it serves. We are endeavoring to bring the thousands of Goulds pumps up

out of the sub-cellars and dark corners of engine rooms, and show the general public what these pumps do, and that they not only pump water but also handle tar, molasses, shoe blacking, all petroleum products, paper pulp, freezing brine, milk and curd in cheese factories, caustic liquors and dyes in textile mills, bread dough, etc."

Along somewhat the same lines, the first piece of copy argues:

"If all the Goulds pumps at work should stop to-night, and could not be replaced, engineers would tell you that the country would suffer greater hardship than from any strike we have ever had.

"Most people naturally associate pumps with water. Yet, vital as it is to the world, pumping water is only one of the many duties Goulds pumps are called upon to discharge.

"Goulds pumps perform indispensably in every industry. They serve every pumping need—they pump oil through miles of pipe lines; they pump hot tar, molasses, paraffin, paper pulp, freezing brine, mud, bilge-water, milk and every other kind of liquid and semi-liquid.

"Goulds pumps are at work the world over—in Peru, in China, in Suez and Singapore. They are used in cottages and palaces, in deep mines and tall office buildings. Manufacturers, farmers, engineers, home-builders, have been coming to Goulds for pumps since 1848. Goulds pumps are built into the very foundations of our modern life.

"Many pumping problems are simple; some are baffling—Goulds engineers invite them all."

One of the purposes of institutional advertising that is not always recognized, is to pick out here and there from among the masses an occasional prospect, who before he read the advertising was not aware that he had any use for the product being advertised. As already stated, perhaps you and I had no need for pumps, but maybe before we finish reading this series of adver-

A Good Beginning

During the month of January, 1920, Capper's Weekly carried 43,738 lines of advertising, as compared with 28,738 lines during the same period a year ago. This means

50% Increase in Advertising

During the year 1919, as compared with the previous year, it made a gain of 103.4%.

325,000 Subscribers

They are the common, everyday, good-living people in the small towns of the great West and on the rural routes of the great West and Southwest. When the confidence of these worth-while people is once secured—by a periodical, an individual or for an advertised product—it takes a mighty jolt to shake that confidence. And that Capper's Weekly and its advertisers do enjoy that confidence is shown by the ever-increasing number of subscribers, the increasing volume of advertising it carries and the constantly increasing results derived by its advertisers.

Objectionable Copy Not Accepted

No objectionable advertising of any kind is accepted. The publisher reserves the right to reject any copy he deems inappropriate for its columns.

ADVERTISING RATES

To April 1, 1920..... 85c a line
After April 1, 1920.....\$1.00 a line

CAPPER'S WEEKLY

TOPEKA, KANSAS

Arthur Capper, Publisher

Marco Morrow, Assistant Publisher

CHICAGO, Mollers Bldg.....J. C. Feeley, Manager
DETROIT, Ford Bldg.....Ray H. Baum, Manager
NEW YORK, 501 Fifth Ave.....Joseph Kunzmann, Manager
ST. LOUIS, Chemical Bldg.....C. H. Eldredge, Manager
KANSAS CITY, Graphic Arts Bldg.....R. W. Mitchell, Manager
OMAHA, Farnum Bldg.....W. M. Temple, Manager
OKLAHOMA CITY, Farmers Nat'l Bank.....M. L. Crowther, Manager

tisements, we'll discover that we do need them. In any event there are thousands of isolated persons and institutions the world over that have unsolved pumping problems which will be reached by the advertising. A sentence or two in each piece of copy stretches out an arm in search for this class. Here is the way it is put in one advertisement:

"People with pumping problems are coming more and more to regard Goulds representatives as their expert advisors. They know that the recommendations of our engineers are backed not only by our long experience in pump building, but also by our guarantee that the pumps recommended will do the work specified."

It is an interesting fact that the pump is one of civilization's oldest mechanical instruments. And yet despite its great antiquity, new uses for it are being discovered every year. One of the tasks of the advertising is to ferret out these new uses and to let people know that the company is ready to provide a type of pump for every new use that comes up.

One piece of copy in the institutional series dwells on the great age of the pump, and then shows how the Goulds brand, itself no infant, has kept pace with every requirement of modern industry. It reads:

"At the Well of Abraham in Beersheba still stands the 'grandfather' of the pump family.

"Along the Nile and on the banks of the rivers of China and India you can see in use even today other progenitors of the pump—simple machines called *norias*, which look like mill wheels, and 'Persian wheels' operated by camels or bullocks, and bucket-lifts called *shadoofs*, not greatly different from old American well sweeps.

"It is said that an ancient Egyptian named Ctesibius first applied the force and suction principles to the handling of water. Ctesibius amused himself about twenty-two centuries ago by rig-

ging up an automatic pumping device to open the temple doors.

"Just about the time the Forty-niners began their long trek to the California gold fields, the first Goulds pump was being made in the little stone shop at Seneca Falls, New York.

"Goulds pumps of to-day are the partners of modern industry.

"The little stone shop has grown to a vast factory with half a million square feet of floor space covering seventy-eight acres. In it are made hundreds of different models of pumps."

The Goulds Manufacturing Company, it should be understood, is not a new advertiser. It has long advertised to farmers and to the industries that use hydraulic machinery, as well as to such specialized industries as pulp mills, textile mills, etc. But now it is also delivering its message to the general public. And in doing so, as I said at the beginning, it is furnishing us with a notable example of institutional advertising.

Millers Plan Joint Advertising Campaign

At the annual meeting of the South-eastern Millers' Association held in Louisville on January 20, it was decided to go ahead with plans of that association and of the Southern Illinois Millers' Association for a joint advertising campaign featuring the use of soft winter wheat flour bread, showing the consumer that bread is the cheapest food on the market today, and further showing the consumer that it is one of the best of foods.

Due to the fact that there has been a heavy demand for flour all season, millers in many instances have not been showing proper interest in the matter, and it has been slow work to get necessary funds subscribed. G. A. Breaux, of the Ballard & Ballard Company, Louisville, chairman of the joint advertising committee, at first indicated that he believed it would be as well to drop the plan as there wasn't sufficient interest. However, it was finally decided to go ahead, and several millers voluntarily increased their assessments, and others agreed to come in and make the plan a success.

Joins Buswell Publicity Service

Hubert C. Teller, formerly advertising manager of the Edwards & Chamberlin Hardware Company, Kalamazoo, Mich., has joined the staff of the Buswell Publicity Service of that city.

The Evening Sun

Leads in

National Advertising

During the year 1919 THE EVENING SUN led its nearest competitor in total national advertising carried by over one hundred and seventy-six thousand lines.

National Advertising lineage carried by New York City evening papers during 1919.

(Compiled by the New York Evening Post)

	Agate Lines
EVENING SUN.....	2,870,522
New York Journal.....	2,494,214
Globe	2,348,123
Evening World	2,204,902
“ Post	1,705,373
“ Telegram	1,581,410
“ Mail	1,298,685

THE EVENING SUN with its superior circulation, in **EXCESS OF 200,000** going directly into the home is recognized by the keenest buyers of advertising space as the essential medium in reaching the New York buying public.

THE JEWISH

OF all immigrant peoples in America, the Jews have always held the first place for the highest number of skilled workers.

As trained artisans Jewish workers are to be found in every industry, as machinists, carpenters, masons, compositors, tailors, bookkeepers, cigar makers, brass workers, bookbinders. As a people of three million in the United States they contribute more than their proportional share to the skilled, specialized and well-paid labor in American industries. To these are to be added the important professional classes as well as the unusually large numbers in retail and wholesale trades.

That is why the income of a Jewish family is considerably above the average for the country. The Jewish worker earns more—and spends more. His standard of living is higher than any immigrant class to start with. It increases with every year of his life in America till in time it far exceeds that of the average American family.

In the three principal items of food, apparel and care of health, the expenditures of the average Jewish family are recognized as above the normal level.

The Jewish community of New York City, for example, annually consumes over 200 million pounds of Kosher meats and poultry at a cost of over \$64,000,000. The Jews are proverbially known to maintain an excellent table.

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MARKET

THE quality of wearing apparel worn by Jewish men and women is of the best. They are expert judges of fabrics and workmanship, and in the typical Jewish sections as many \$12 shirts, \$16 shoes, \$10 hats, \$2 socks and 25c collars are in evidence as in the best sections of the city.

The strong family ties so characteristic of Jews has a direct effect on the amount of money spent for health and physical well being. The strictly Jewish sections in New York City with their 1,500,000 population support more well stocked drug stores than the best residential quarters. A recent investigation discovered the fact that these Jewish drug stores handled 52 different brands of dentifrices.

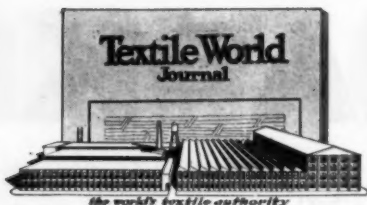
These are glimpses into a market pulsatingly active, alive and responsive to any quality article of merchandise. American manufacturers are here offered an outlet that compares with the best in the country.

There is but one road to reach this great market—the four Jewish daily newspapers of New York City—the Big Four of Jewish journalism in America.

The Day-Warheit

The Jewish Daily News The Jewish Daily Forward

The Jewish Morning Journal



Most of all we want to "sell you" the textile manufacturing industry as a market for your product. To do this we stand ready to tackle the proposition with you on the basis of actual facts. And we will be the first to acknowledge that this industry offers you no market if such proves to be the case.

Not until you are convinced that the textile mills present a decidedly worth while field, will you be ready to take up the ways and means of reaching them.

At that point your investigation will show **TEXTILE WORLD JOURNAL** to cover your market thoroughly as "the world's textile authority." Foremost in its own field, this publication is numbered among those leaders of American business periodicals which are the souls of the great industries of which they form a part.

Textile World Journal

*Audit Bureau of Circulations
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

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Reprin
Topics.

The Two-Price Policy That Hurts the Little Dealer

Extra Discounts to the Big Buyer Encourage Price Cutting and Indirectly Lessen the Value of Your Advertising

By a Country Druggist

A MANUFACTURER'S representative once asked me: "Why is it we cannot get your heartier co-operation in selling our product? We have a good product—we think the best on the market—and are spending a lot of money to merchandise it." I looked the man square in the eye and replied: "Because I think you are making a mistake in your merchandising policy." In a flash he came back and asked what I meant.

I mean just this: You play with two decks—one for the ordinary retailer and another for the big buyer. Now I recognize that the selling cost, packing, etc., on a large order is less than on a small one, and that it is less trouble to handle. But there are only a few large buyers, and it is the great bulk of small buyers who give you your big volume. Why not make them your friends?

The big buyer buys, say, five gross of your product, and you give him your so-called quantity price, varying from 10 to 20 per cent off list. I come along and buy one gross or one-half gross and you charge me full list. Five gross split up among the many outlets of the big buyer is only a few dozen possibly for each outlet. In buying one gross I buy almost six times as much; on one-half gross, I buy three times as much per outlet; but I have to pay full list. The big buyer occupies the best corners, has a larger number of customers per day than we small retailers, and by the law of averages ought to be able to sell and buy per outlet a great deal more of your product than I do, but he buys and sells less. You don't gain anything by

this. You do not win any special good will by it. In buying that five gross the big buyer is doing you no favor. He wouldn't buy a dollar's worth of your product unless you had already created the demand for it and he knew he could sell it. For that five-gross order he gives you no extra service in return. When your product is specifically asked for he delivers it—nothing more.

INCREASES TEMPTATION TO CUT PRICES

Now to pursue further that 10 or 20 per cent discount off list, what happens? Here's where it hurts:

With that extra 10 or 20 per cent discount off list as a competitive weapon, the Big Buyer becomes the Big Cutter, and is able to undersell me and all other small independents and still make a profit. To meet his competition I must sell without profit or lose prestige with my customers. If I ask list price, I am accused of profiteering. In giving the Big Buyer that extra discount, you supply him—unintentionally I'll admit—but nevertheless you supply him—with the means of injuring my store and all other drug stores like mine. You make it possible for him to demoralize prices everywhere. You help him to encourage false standards of prices with the consumer. By giving this selling advantage to the Big Buyer, you make it harder for me to do business. I am deprived of profits I ought to have, though I perform for you exactly the same service as a distributor of your product that the Big Buyer performs.

Only a comparatively small part of your total volume is sold through the Big Buyer. The bulk

of your sales are made by the 49,000 independent retailers of this country. You depend upon these 49,000 retailers to provide a nation-wide outlet for your product. In marketing your product these 49,000 retailers are more vital to your distribution than all Big Cutters combined, a thousand times over—these 49,000 are your life blood. Without their co-operation you couldn't do a thing. From them you earn probably 75 per cent of your total profits. Yet what do you do for them?—just pull the ground from under their feet—let that five-gross order turn your head and hari kari your meal ticket. Then you ask me why I am not willing to give you more co-operation. Isn't the shoe on the other foot—why don't you give me more co-operation?

Why don't you give me the same deal that I get from Mennen and Colgate? Colgate and Mennen can get anything they want in the way of co-operation from the 49,000 retail druggists like me because they treat everybody alike. They play no favorites. The Big Buyer, no matter how much he buys, cannot get Colgate or Mennen goods one cent cheaper than we can. A Colgate or a Mennen deal are the same for all—if there is any free goods we get the same proportion with half a gross order that is given with a five-gross order. This policy makes friends, brother.

Another thing: Colgate and Mennen sell us only what we need to meet our current requirements. You try to load me up with quantity orders. If I need a quarter or a half gross, you talk about a gross or two gross, and sometimes you catch me off my guard and I give it to you.

You think that is good salesmanship. If you load me up, it will force me to push it to unload. I don't think it is good salesmanship, and I'll tell you why. Your stuff may be a fair seller, but not a fast seller. The surplus stock with which you load me up lays around here for months and there never seems to be any end of it. Every time I look at it I think of

how you talked me into more of it than I needed, and I get sore on it. You've locked up more of my capital than I ought to have locked up in it. You weren't thinking of me, but only of yourself, overlooking the fact that you had to come back here some day and that my good will would be worth something to you—that a business transaction in which there is not a mutual advantage is a poor transaction in the end for the man who passes the tarred end of the stick to his pal in the game. A wise salesman will never oversell a merchant with whom he expects to continue to do business, but I don't think you are wise.

One more thing: Colgate, Mennen and other houses, like the Armand Company, of Des Moines, try to protect retail selling prices—to discourage cutting, and are spending money to fight it. I think you wink at cutting, because you believe it will encourage sales and swell your volume. Possibly it may—you know best; but I think that a manufacturer who desires to increase his sales and give a small percentage of the merchants of the country a weapon with which they may injure the other 49,000 is building an economically unsound foundation for the future of his business.

All admit that the selling cost and the packing cost and the delivery cost on five gross is less than on one gross or one-half gross, and that for these reasons you can afford to give a discount off list on such a quantity. But what gets my goat is that from a business viewpoint you can give anybody a discount which you know is going to be used to hurt your 49,000 other distributors upon whom you depend.

This is frank talk, brother. You asked why I cannot give you any more co-operation than I have, and I have tried to candidly give you my reasons.

J. Walter Thompson to Close Detroit Office

J. Walter Thompson Co., Inc., advertising agency, New York, is closing its Detroit office.

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Advertising to Justify the Jobber

Piqua Hosiery Company Takes Up Cudgels on Behalf of the Much-Abused Middleman

By Leon Allen

Of the Piqua Hosiery Company, Piqua, Ohio.

SOME weeks ago there appeared in the trade papers an advertisement of the Piqua Hosiery Company which contained the following paragraph:

"Merchants, large and small, are rapidly ridding themselves of the fallacy that buying direct implies business stature or permits of distributing economy that is resultant in price advantages. And the greater the application of clear thinking to the distributive problem the greater the conviction that in his rightful relation as an agent of the manufacturer, the wholesaler is performing an essential function that reduces rather than increases the cost of merchandise."

With becoming modesty or mulishness, as you choose, we know that this runs counter to most advertising opinions and it is not surprising, therefore, that the editor of *PRINTERS' INK* should immediately ask for proofs of success in an advertising programme that has consistently carried this message.

It would be more surprising, to me at least, if I could tersely and truthfully answer his inquiry off hand, perhaps claiming for the advertising credit which must inevitably go to the mill.

For one thing I cannot show a chart of sales or list of new customers colored or enlarged by "advertising." Our isolated position under a restricted wholesale distribution plan prevents that, albeit we are twice oversold for 1920.

What then is the basis for the company's conviction that its advertising copy is functioning?

It is the reaction among the road representatives of our distributors.

And if our advertising bolsters up and leads the way for these men who cover the country, are we

wrong in saying that it is successful?

Several years ago "Centemeri Smith" of Centemeri Glove fame, told a story in *PRINTERS' INK* I have never forgotten. He said that when gloves started to rise in price at the beginning of the world war, his men developed a fine case of shell shock—they shivered at every advance and finally when some old \$1.50 values went to \$16.50 a dozen they almost quit cold.

They did not believe merchants would buy at that price and when, a salesman "doesn't believe" he likewise doesn't sell.

BOLSTERING UP SALESMEN WITH TRADE ADVERTISING

Smith sensed the atmosphere and he also had the belief that the merchants would buy; so to demonstrate quickly his sincerity he went boldly into the trade papers with his announcement and the orders started to come.

With the first batch the pessimism of the selling staff was shaken, with the second batch it was routed. The Centemeri Glove Company had sold its "price basis" by putting its name to a published price declaration in a way that all the salesmen's convention selling arguments could not have accomplished.

This little incident has been my inspiration on many occasions and it is responsible in a measure for the current campaign of the hosiery company.

We are absolutely sincere in our faith in the economy of wholesaling. We are not working covertly for an opportunity to go direct, in fact, we left "direct" for "distributive" selling. What better way then of convincing our distributors of where we stand than by nailing our colors to the mast in public print?

In the creation of the conviction that the Piqua Hosiery Company was dealing with the wholesaler because of belief in his efficiency and not from selfish necessity, the advertising and acts of our organization have been successful.

We have not pussy-footed. We have straddled no fences. Our printed matter has been diagrammatic of our sales policy. As a result we feel confident that our "distributors" are sure of us and we have had many illustrations of the help our advertising has been in reviving even the faith of their salesmen in wholesaling as a sound distributive vehicle.

And right here I may give one reason for this advertising policy of ours which I would like to burn into the consciousness of every wholesaler in America and particularly the men who direct the wholesalers' associations.

We have found that many wholesale staffs have been hammered so long with the "direct" argument without refutation from their own houses that they get unsettled in mind.

And they are not to be blamed for this, because wholesalers with a world of right on their side cling to the old-fashioned idea of "being too proud to fight." It seems as if ever since the Hellespont was crossed the matter of publicly meeting the "direct" argument in trade and consumer press, has been debated without results in meetings of the various wholesale associations, up until the recent convention.

If the "bosses" are not willing to back their policy with dollars, can you blame their men if they ignore basic facts and jump to the conclusion that something is rotten in Denmark?

It must always be remembered that these men are out on the road *alone*. A spell of bludgeoning from buyers, without a sympathetic bucking up from the house and the world takes on an indigo hue.

The pro-wholesale advertising campaigns of this company have, we repeat, served in a measure to meet this situation, by reselling

the road representation of houses which distribute our merchandise.

Let me give a concrete instance. One of our distributors ranks as about the livest sales organization in the United States. It is one of the few wholesale firms in drygoods lines which goes the whole road in sales managing its men. Yet some time ago when we had a joint mill and sales staff conference with nothing barred, it developed unmistakably that many salesmen of this house were not sold on wholesale economics. They figured that in some way they were at a price disadvantage.

ADVERTISED PLEDGES STRENGTHEN FALTERING SALESMEN

It was a fine opportunity to use our advertising campaign as an instrument for bringing them back to firm ground and you can be sure no advertising portfolio ever did a more strenuous or resultful afternoon's work.

We sold these men on our mill, our policy and what was even more valuable, the strategic power of their own position. Their subsequent season's orders told that the time was well spent.

A Coast wholesaler had a star "general man" in this same "Doubting Thomas" frame of mind regarding underwear. He believed that the word "Direct" was an open sesame, without which no doors would open. Again our campaign and again the transformation of faint heart into a tower of strength.

Again, an Eastern house was having trouble with its men over advertised lines. As one salesman put it: "We work hard building up a manufacturer's brand and then we have him jumping to the retailer as a reward for our pains." The buyer had confidence in us but he was at a loss to "get over" to his men our attitude. We suggested our oft-published statements of policy as the solution and he used them with telling effect. The mental reaction was that no house with more than a quarter of a century behind it would go back on pledges publicly proclaimed.

Distribution

At Low Cost

How to secure or expand distribution *profitably* is the biggest problem confronting most manufacturers.

The Herald and Examiner is proud of the fact that its Merchandising System combines a maximum of efficiency in securing distribution, with the lowest per dealer cost of any system in existence.

Ask us to tell you why.

John P. Dickson
General Manager



The Gateway to the Chicago Market

NEW YORK OFFICE:
Room 802, the Astor Trust Bldg.
Telephone, Vanderbilt 1739

DETROIT OFFICE:
Kresge Building
Telephone, Cherry 6618

U.S. G.B. CANADA

1st.

2nd

3rd

CANADA

Third among the nations in ownership of automobiles

There are only two countries in the world owning more automobiles than Canada—United States and Great Britain—both largely exceeding her in population.

But on a per capita basis,
Canada is the second Car
owner in the world.

There is an auto in Canada to every twenty-six people.

One Canadian City alone has as many motor cars as:

Denmark,
Belgium,
China,
Japan,
Norway,
Rumania,

COMBINED!

Canadians as a rule don't buy cars unless they have the money to pay for and maintain them.

Canadians have!

Canadians are industrious and prosperous and thrifty. And Canadians are great newspaper readers. One Canadian city of a half-million people maintains five prosperous daily Newspapers.

By advertising in Canadian Daily Newspapers you can reach this great, prosperous and growing market.

If you make a commodity or sell a service that should appeal to literate, educated, progressive people—advertise it in

The Daily Newspapers of Canada

Ask your Advertising Agency to prepare a "brief" on the Canadian advertising situation. Or write direct to the papers who will tell you the market that exists in their territory for your goods.

City	Population	Paper	City	Population	Paper
Halifax, N. S.	70,000	Chronicle & Echo	Toronto,	547,371	Mail & Empire
St. John, N. B.	52,000	Herald & Mail	Ont.		Free Press
Quebec, P. Q.	105,000	Standard Telegraph & Times	Winnipeg,	255,000	Tribune
Montreal, P. Q.	800,000	Le Soleil	Man.		Leader
Ottawa, Ont.	127,458	Telegraph & Gazette	Regina, Sask.	35,000	Star
London, Ont.	60,000	La Patrie La Presse	Saskatoon, Sask.	24,000	Herald
		Citizen Journal Dailies	Calgary, Alta.	60,000	Journal
		Advertiser Free Press	Edmonton, Alta.	55,000	Sun
			Vancouver, B. C.	170,000	World
			Victoria, B. C.	40,000	Colonist

Advertising Agency, Toronto, Montreal

It might be argued that the incidents I have mentioned all concern wholesale representatives, while the campaign is in itself direct to retailers. All of this we cheerfully admit. But don't forget that we are banking on the personal sales effort of hundreds of our distributors' salesmen just as the "direct seller" figures on dealer effort as a big factor in putting his campaign across.

If we can sell these men—and wholesale road representatives are not fools as some over ardent "direct to dealer" advertising advocates insist on believing—have we not generated a power that is sure to be reflected in sales extension? Our books say "Yes!"

So much for direct or semi-direct benefits. There is a broader side that we consider the hosiery company's contribution to the cause of sane promotive effort and good merchandising, and that is a sincere effort to bring out the facts regarding the economics of distribution. And whatever we or other organizations do along this line must uplift advertising.

Even to-day, after much experience has made many of us wiser, not a few of the advertising fraternity are unfair to wholesaling. All their bitterness against what they call the hardheadedness, short vision or Shylock tendency of some wholesalers finds a reaction against the whole system of distribution through this vast organized wheel of merchandising.

Now it is undoubtedly true that wholesalers have not been in the van of advertising thought. As individuals many have only dabbled in it, or welcomed it half-heartedly and as an organization they have for years ignored its power. But in all fairness does not the fault lay at the door of advertisers and advertising men?

Instead of leading the wholesalers into light they ignorantly took the apparently easiest way of dispensing objection by the elimination of the objector. That wholesalers might have legitimate objection to promotion of trademark lines was ignored and attempts at education never undertaken.

Up and down the land went missionaries of the greatest force ever given to business and their set speech was "Get out from under the incubus—go direct—see the money you will save." They have put their message over, too, in many places, because many of the arguments were plausible and went unanswered by wholesalers either to the customers or their men.

A pendulum never swings so far, however, that the return does not ultimately set in. As an organization we believe that such a time is with us. A war, a period of abnormal prices and the eyes of the world have been concentrated as never before on the gap between manufacturer and consumer *in distance and in price*.

This is as it should be. As sincere believers in the soundness of the wholesale distribution system, we welcome the discussion of this great subject even though it affords the political epigrammatist a chance to get in the spotlight.

When men think straight about a problem for very long it soon ceases to be a problem. When unbiased analysts take up the pros and cons of direct and wholesale distribution they will find that the inward functionings of the two systems almost parallel one another even though the outer circles be far apart. And their deductions will correspond to the conclusions of the biggest retailers in the country who have thought the thing through.

Childs' Profits Larger

The Childs Company, operator of the Childs restaurant chain, made profits after taxes of \$1,537,373 during the year ended November 30, 1919. After deduction of seven per cent preferred dividends, the surplus was equivalent to \$30.75 (par value \$100) earned on the common stock. The profit during the year previous was \$415,109.

Van Blerck Motor Account with Wadman Agency

The advertising account of the Van Blerck Motor Company, Monroe, Mich., maker of automotive engines, will be handled by Rex W. Wadman, Inc., advertising agency, New York. Trade papers and class publications will be used.



Translation Pitfalls

Even the simplest phrases and words in your English copy may be made misleading or ridiculous by translations which appear to the unpracticed to follow the original closely. Translators are inclined to use words whose spelling resembles, or whose root is the same as that of the word to be translated, often causing disastrous results.

Here are some examples of what happens:

EXPORT CLIENTS. If translated **CLIENTES DE EXPORTACION**, would mean "CUSTOMERS TO BE EXPORTED."

The word that corresponds to **EVENTUALLY**, namely **EVENTUALMENTE**,—means in Spanish, **PERHAPS** or **POSSIBLY**. Thus the well-known slogan "**EVENTUALLY,—WHY NOT NOW?**" translated literally into Spanish, would mean "**POSSIBLY,—WHY NOT NOW?**"

The Spanish word **ACTUALMENTE** does not mean **ACTUALLY**, but **NOW** or **AT THE PRESENT TIME**; thus "**BLANK'S SILKS ARE ACTUALLY HONEST VALUE**" transcribed literally, would mean "**BLANK'S SILKS ARE AT THE PRESENT TIME HONEST VALUES**," which might throw some doubt over the permanency of their quality.

RESPONSIBLE may not always be translated into Spanish as **RESPONSABLE**; for the phrase "**AMERICA'S RESPONSIBLE FAMILIES DRINK JOHN DOE'S COCOA**," translated "**LAS FAMILIAS RESPONSABLES DE AMERICA BEBEN CACAO JOHN DOE**," would mean that "**THE FAMILIES WHO ARE RESPONSIBLE FOR AMERICA DRINK JOHN DOE'S COCOA**."

Over 1400 manufacturers and merchants use our service, because they have found from experience that our translations are accurate, dependable, dignified, and bring results.

Send us your English catalogue or circular, and we will furnish you promptly with a complete estimate covering the cost of translating, proof-reading, and also printing, if desired.

**AMERICAN EXPORTER
TRANSLATION BUREAU**
17 Battery Place New York City

The Chicago Evening American
is now
Chicago's Leading Evening Paper

with a daily average net paid circulation during January, 1920, of

400,920

which is 10,201 more than the daily average January circulation of the SECOND evening paper—The Daily News

How Chicago Made the Change

THE CHICAGO EVENING AMERICAN

Daily Circulation January, 1920

STATE OF ILLINOIS, } ss. J. N. Eisenlord, Circulation Manager
County of Cook, }
of THE CHICAGO EVENING AMERICAN, does solemnly
swear that the actual number of copies of paper named, printed
and sold during the month of January, A. D. 1920, was as follows:

[illegible][illegible]

Net daily average sold 400,920

THE CHICAGO DAILY NEWS

Daily Circulation January, 1920

STATE OF ILLINOIS, } ss. Hopewell L. Rogers, Business Man-
County of Cook, }
Manager of THE CHICAGO DAILY NEWS, does solemnly swear
that the actual number of copies of the paper named, printed
and sold during the month of January, A. D. 1920, was as follows:

1	Holiday	9	302,547	17	369,507	25	400,967
2		10	372,432	18	340,307	26	409,363
3		11	370,326	19	404,371	27	387,803
4		12	406,867	20	404,073	28	357,377
5		13	403,169	21	382,088	29	364,704
6		14	402,533	22	381,311	30	364,704
7		15	402,533	23	381,311	31	364,704
8		16	402,533	24	381,311		
Total for month			4,025,333		4,025,333		10,125,125
Allowances for postage interest							15,322

[illegible]

City and suburbs	• • • • •	369,837
Outside city and suburbs	• • • • •	20,882
		<hr/> 390,719

7	10,186,132
2	10,198,709
1	390,719
	369,837
	20,882
	390,719

Total sales, net
DAILY AVERAGE SOLD
This circulation is divided as follows:
City and suburbs
Outside city and suburbs
Total circulation
All "extras," copies used by employees, unsold and returned newspapers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS,
Subscribed and sworn to before me this 2nd day of February,
A. D. 1920.
(L. S.) Henry C. Letshaw, Notary Public.

Chicago's evening papers by The Evening American is one of the greatest achievements of American journalism! —the 45-year-old Daily News making way for the 20-year-old Evening American is a faithful reflection of Chicago's progressive, youthful energy—another proof that "Youth Must Be Served!"

For, Chicago, YOUNG Chicago, *made this change* of its own free will!

Chicago, PROGRESSIVE Chicago, has decided that it *prefers* the AMERICAN as a NEWS-paper. This preference is indicated in increased home (carrier) circulation—in increased news-stand circulation—in increased City, Suburban and Country circulation—in every division of evening-paper distribution the circulation of the AMERICAN has increased more rapidly than that of The Daily News—most notably in the City of Chicago proper and in the 40-mile zone in which Chicago is the Buying Center.

As applied to a newspaper, "Gets it All and Gets it First"—was bound to win: was sure to make

The Chicago Evening American
Chicago's Leading Evening Newspaper

9	401,057	13	466,800	31	400,185	29	413,101
10	401,057	14	466,800	32	400,185	30	413,101
11	401,057	15	466,800	33	400,185	31	413,101
12	401,057	16	466,800	34	400,185	32	413,101
13	401,057	17	466,800	35	400,185	33	413,101
14	401,057	18	466,800	36	400,185	34	413,101
15	401,057	19	466,800	37	400,185	35	413,101
16	401,057	20	466,800	38	400,185	36	413,101
17	401,057	21	466,800	39	400,185	37	413,101
18	401,057	22	466,800	40	400,185	38	413,101
19	401,057	23	466,800	41	400,185	39	413,101
20	401,057	24	466,800	42	400,185	40	413,101
21	401,057	25	466,800	43	400,185	41	413,101
22	401,057	26	466,800	44	400,185	42	413,101
23	401,057	27	466,800	45	400,185	43	413,101
24	401,057	28	466,800	46	400,185	44	413,101
25	401,057	29	466,800	47	400,185	45	413,101
26	401,057	30	466,800	48	400,185	46	413,101
27	401,057	31	466,800	49	400,185	47	413,101
28	401,057	32	466,800	50	400,185	48	413,101
29	401,057	33	466,800	51	400,185	49	413,101
30	401,057	34	466,800	52	400,185	50	413,101
31	401,057	35	466,800	53	400,185	51	413,101
32	401,057	36	466,800	54	400,185	52	413,101
33	401,057	37	466,800	55	400,185	53	413,101
34	401,057	38	466,800	56	400,185	54	413,101
35	401,057	39	466,800	57	400,185	55	413,101
36	401,057	40	466,800	58	400,185	56	413,101
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41	401,057	45	466,800	63	400,185	61	413,101
42	401,057	46	466,800	64	400,185	62	413,101
43	401,057	47	466,800	65	400,185	63	413,101
44	401,057	48	466,800	66	400,185	64	413,101
45	401,057	49	466,800	67	400,185	65	413,101
46	401,057	50	466,800	68	400,185	66	413,101
47	401,057	51	466,800	69	400,185	67	413,101
48	401,057	52	466,800	70	400,185	68	413,101
49	401,057	53	466,800	71	400,185	69	413,101
50	401,057	54	466,800	72	400,185	70	413,101
51	401,057	55	466,800	73	400,185	71	413,101
52	401,057	56	466,800	74	400,185	72	413,101
53	401,057	57	466,800	75	400,185	73	413,101

The AMERICAN has 85,985 more circulation than it had a year ago—the News has 4,154 more circulation than it had a year ago.

From January 1919 to January 1920, inclusive,

The AMERICAN gained over 27% in circulation.

There are *three* evening papers in the United States with a circulation exceeding 400,000 and *two* of these are Hearst papers.

The New York Evening Journal, 687,624 circulation
The Evening Bulletin, Philadelphia, 457,569 circulation
The Chicago Evening American, 400,920 circulation
Mark carefully the comparative circulations during
the last week in January:

Daily average circulation, Evening American, 410,291
Daily average circulation, The Daily News, 388,709
Daily EXCESS of American over News during
period named—21,582.

This phenomenal forging into first place among



Do Your Catalogs Invite Readers?

An inviting appearance and clear typography command the attention that is the first step in selling. Do your catalogs invite readers, or are they simply reference books?

Ask your printer to use Hammermill Cover for your next lot. He will be glad to, for he knows its crisp, clean "feel"; good printing qualities; and bright, alluring colors.

Hammermill Cover is a utility paper—its price spells economy. For samples, address Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising



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"Meet Me at 9:16 A. M."

is a part of the Service Rendered by Some Houses to Train Salesmen to Make Exact Appointments and Then to Keep Them Promptly

By A. H. Deute

THE last few years have not been conducive to the training of a new crop of salesmen, because there has been no selling problem in the ordinary sense of the word. Furthermore, countless salesmen have become weakened and spoiled through prosperity conditions. This makes all the more promising the immediate future of the man who can actually sell merchandise. It brings us, too, to a realization that to-day, more than ever before, definite, systematic, regular routing of salesmen is tremendously important. The tendency is still to "wild cat" around and grab up "easy business," yet the need is for highly organized sales effort.

Probably nothing will illustrate this so well as a recent conversation with a retail merchant. "The hardest man to turn down is the medium-good, energetic, hard-working, painstaking young man who calls to see me every Tuesday morning at half past nine.

"I could set my watch by his arrival and feel mighty sure that I was getting the right time. He is absolutely punctual. He makes me realize that he is dependable and he makes me feel that his house is dependable because a dependable man does not stay long with an unreliable house.

"His line is not one I ever handled to any considerable extent. Before the war it was a line generally sold on a price basis to jobbers under a private brand. During the war, it began to establish itself in a small way over an advertised label. I do get a little call for it now and then but not enough to force me to order whether I want it or not.

"Now, this young fellow comes so regularly that after a few weeks, I could do nothing less than give him an order. The next week when he came he arranged the stock in an attractive manner.

The following Tuesday he was there on the dot and busy re-arranging the stock and taking note of what had moved. He came to me and told me that undoubtedly his firm's advertising was having its effect—that the stock had dropped down to a small amount and that it would be well to have a certain quantity come on at once. He did not over-state this quantity and I could hardly refuse the order. Now, week after week, he is on the job on Tuesday morning. He arranges the stock, checks over what is left, tells me how much moved during the past week, tells me about the special advertising which his house is running in the magazines which will appear the coming week and so on. He does not over-sell me, but he makes it a point to see that I have enough of his goods so that I will not be especially interested in buying another brand.

HAS EARNED THIS CUSTOMER'S PATRONAGE

"I know I am being sold good, big orders, but I know that he looks after the display, sees that I have the right amount of stock on hand and a reserve stock on the way, and I am satisfied with his service. His firm's advertising is taking care of my consumer demand and he is taking care of my stock. I cannot see any reason why I should suddenly switch to another house or split my business. As a matter of fact, while I would not tell him so, I can hardly see how a slight difference in price in favor of another, but less well cared for line, would interest me. I would not say that if his house stopped advertising I could afford to continue featuring the line, but I will say that if his house changed its policy of rendering prompt and regular service, it would not be hard for me to split my business around,

probably to the detriment of myself, as well as to this particular manufacturer. It is hard to overestimate the value of regular routing of salesmen."

Scientific routing of salesmen is to-day becoming more and more a real part of the sales manager's job. The importance of careful routing from the standpoint of minimizing traveling expenses has long been a topic of frequent discussion. But the importance of routing the salesman from the standpoint of perfect service is equally vital and has as much to do with economical traveling as mere routing.

The salesman who calls regularly soon builds up a definite acquaintance and the dealer finds it very difficult, indeed, to refuse such a man business, especially when his line is a good line and backed up by aggressive advertising. Furthermore, the dealer soon comes to have added confidence in the house which is represented by the man who calls regularly.

"Rube" Wardell, for many years one of the strongest candy salesmen in the West, but now in the life insurance business, used to accentuate this promptness and regularity by rushing into a dealer's store and as he dashed up to shake hands, would pull out his watch and remark: "Well, boys, I just made it again this week. I had a flat tire down the line and I was sure I'd be behind on my schedule this week. But here we are. Now, if we can get busy and see what we need, I can hustle along so that I won't be late getting to Carlton. I know how you fellows are. It's up to us on the road to be on time, keep our appointments and not waste any of your moments."

In that way Wardell hustled the dealer along, held him down to business and got his order promptly, while the dealer felt that Wardell was doing him a favor.

One of the most versatile road men for several years was Willard Cook. Needless to say, being on his toes has taken him off the road and given him a branch managership. In making it a point to demonstrate to the trade that

he was prompt and regular in rendering real service, he used a novel plan in sending out his advance cards. Instead of advising a dealer that he would be on hand on a certain date, he would say "January 20, at 9:16 A. M." And he would make it a point to arrange his schedule so that he could be there. Now and then, if he found he would be late by several hours, or even only a matter of minutes, he would call the merchant, if necessary, by long distance and explain why he could not keep his schedule. His customers were duly impressed. Often they joked about it, but down underneath, they got a feeling that his house was right on the job in giving prompt service.

"What happened if you were late and hadn't advised the dealer?" I asked him one day.

"Oh, now and then being a little late is good advertising. I have gone into a store a little behind time and had the merchant and his clerks pull out their watches and jolly me for being behind time. It always set the stage nicely for a quick interview."

A DETAIL OF ROUTING THAT PAYS BIG DIVIDENDS

It is hard to refrain from buying from the house which is obviously interested in giving good service. Good service to the dealer means not only helping him move the goods, but helping him get his supply regularly and enabling him to operate with the minimum investment. And if there is any one thing which helps a dealer operate on the smallest amount of working capital per line, it is making it possible for him to order systematically and have the goods come along promptly. If routing with an eye to economical traveling is essential, and it undoubtedly is, then routing with an eye to giving perfect service is equally so.

Especially is this true in these days as we emerge from a more or less chaotic condition in selling and delivery. The sales organization which is slow to get into full speed ahead and the shipping department which still

MUSIC

THE music industry of the United States supports what is known as "*The National Bureau for the Advancement of Music in America.*"

This Bureau, as representative of this great industry, selects the newspaper of the greatest home influence in each large city, to carry its message.

IN PHILADELPHIA

that newspaper is

The Philadelphia Record
Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

goes on the theory that the merchant ought to be glad he gets the goods at all and the credit department that feels it is doing the dealer a favor in passing his order and the salesman who thinks that if he isn't there to-day, to-morrow will do just as well, is certainly going to be easy prey for the house which is right on its toes and whose salesmen are routed with the same care as a railroad system is routed and whose shipping department and credit department are on the jump.

Pre-empting Slogan Rights

LIBERTY PAPER COMPANY, INCORPORATED
MANUFACTURERS OF GUMMED SEALING
TAPE AND MOISTENERS

NEW YORK CITY, February 2, 1920.

Editor of PRINTERS' INK:

We have noticed in recent issues of PRINTERS' INK a number of trade slogans which have been registered with you. We have not noticed the slogan "Built for Business," although it sounds very familiar and we are quite certain that somebody is using it. Do you happen to have such a slogan?

LIBERTY PAPER COMPANY,
PHILLIPS KIMBALL, Treasurer.

MR. KIMBALL'S inquiry is an excellent illustration of one of the ways in which the slogan list, now being published in PRINTERS' INK, will prove of value to advertisers. It so happens that the slogan which the Liberty Paper Company desired to adopt has already been used extensively by the Duplex Truck Company, of Lansing, Mich., manufacturer of the "Duplex" truck. The complications the former company avoided by coming to the "Clearing House" for verification are obvious. The "Clearing House" is open for new members.—
[F. PRINTERS' INK.]

S. P. Moore Joins Agency Staff

S. P. Moore, for the past six months with Osgood Studios, New York, has joined the staff of Rose-Martin, Inc., advertising agency, New York. He will have charge of the production department.

In Memory of William Woodhead

BARRON G. COLLIER INCORPORATED,
NEW YORK, January 30th, 1920.
Editor of PRINTERS' INK:

May I add a word to the great sense of loss which we all feel in the sudden demise of Brother Woodhead?

Associated as I was for many years with him in California—fellow members of the San Francisco Ad. Club and then in our respective capacities, he as president of the Associated Advertising Clubs of the World, and I as vice-president and president of the Pacific Coast Advertising Men's Association, I had unlimited opportunities of enjoying his warm brotherly friendship, his sound advice, and great executive ability.

Honesty in advertising was very dear to him and in the various conventions in San Francisco, Seattle, Portland and Spokane, his voice was ever raised and his best efforts given to anything and everything which would improve and uplift his much-loved profession.

No advertising man ever went to William Woodhead for advice or counsel without receiving a warm and hearty welcome and the very best that was in him to give.

I, with many others, will ever feel a keen personal loss in his passing on, but we have the satisfaction of feeling that a life like his does not "go out" but "goes on."

HENRY G. LONGHURST.

Cleveland Agency Changes Name

Charles L. Eshleman, vice-president of the Union Metal Manufacturing Co., Canton, O., has purchased the stock of the Griswold & Hammond Co., advertising agency, Cleveland, held by A. W. Hammond. The name of this agency became the Griswold-Eshleman Co., on February 1. During the war Mr. Eshleman was called upon by the Government for speeding up production on war work. He was commissioned a captain in the ordnance division of the army.

Arthur G. Smith in Chicago Agency

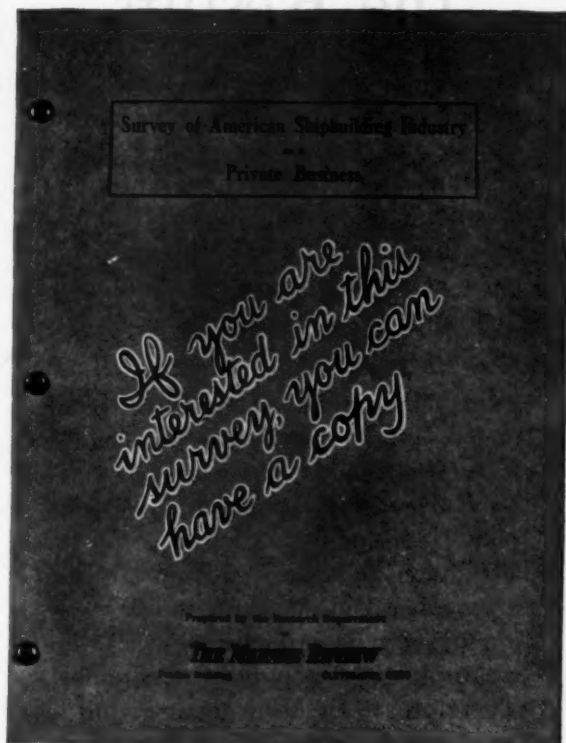
Arthur G. Smith has resigned as advertising manager of the Eagle-Picher Lead Co., of Chicago, to join the Williams & Cunningham agency in that city. He was previously connected with the advertising department of the International Harvester Company for a number of years.

C. K. McConaughy with J. Horace Lytle.

C. K. McConaughy, for several years business manager of Campbell-Ewald Co., Inc., advertising agency, Detroit, has joined the J. Horace Lytle Company, advertising agency, Dayton, Ohio, in an executive capacity.

Cancellations--Subsidies--Foreign Competition--Emergency Fleet-- Shipping Board Control ???

Where does the shipbuilding industry
stand as a private business?



THE PENTON PUBLISHING CO. CLEVELAND, OHIO

Power Boating—The Marine Review—The Iron Trade Review
The Foundry—Daily Iron Trade and Metal Market Report

Members Audit Bureau of Circulations—
Associated Business Papers, Inc.

A Personal Guarantee and the Results

During the last few years much has been said about the trade-mark and its significance. It is the symbol of the manufacturer's personal guarantee and his willingness to stand back of the products, upon which his is stamped, and much money has been spent by all manufacturers to inform the public to buy only trade-marked goods.

To-day the public recognizes the value of *guaranteed merchandise* and manufacturers *who do not give one* have *small chances for popularity*. Photoplay Magazine was quick to grasp the advantages to be derived from carrying in its advertising columns the advertising of only manufacturers who were willing to give the public a square deal. Therefore, it set itself about giving to its readers an additional personal guarantee that the goods, which were shown in the advertisements appearing in the magazine, were as represented and that they would be satisfied with them. If

they were not, the goods could be returned and full reparation would be made by the manufacturer, and in cases where this was not done the magazine would do it itself.

The result is an intimate relationship between the reader and Photoplay built upon confidence and good will.

It is small wonder then that such products as Kodaks, Victrolas, Old Dutch Cleanser, Van Camp's Soups, Quaker Oats, Apperson Automobiles, Aladdin Houses, Fairy Soap, Woodbury Soap, San Tox, Holeproof Hosiery, Colgate Toilet Articles, Coca Cola, Winton Cars, and many others appear regularly in the magazine, and that *its circulation has passed the 400,000 mark.*

Let the name stick in your mind, it's imitated.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

Bundscho welcomes
new type ideas, even
when they are yours,
and likes to work
them out with you,
just as much as he
welcomes a chance
to use his own.



J. M. BUNDSCHO, Advertising Typographer
58 East Washington Street
CHICAGO

\$200

So Says

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\$200,000 a Year to Put into Advertising if Some One Will Show Them How

So Says the President of the National Association of Wholesale Grocers

By Arjay Davies

President Davies-Strauss-Stauffer Co., Easton, Pa.

[EDITORIAL NOTE: As president of the National Association of Wholesale Grocers and as head of the well known wholesale house of Davies-Strauss-Stauffer Company, no one is better entitled to express an opinion on the wholesaler as an advertising prospect than is Mr. Davies. For this reason, we are glad to have him voice his views in our columns, although we do not agree with him in all his conclusions. Surely there must be some way that wholesale grocers can advertise profitably. We believe that the biggest problem before the wholesaler is the chain store and not the packers. Perhaps one of the best ways for the wholesalers to employ their potential advertising fund would be in justification of the independent grocer as an economical factor in distribution. Part of the fund could be used in service work that would show the small grocer how he can compete with the chains. Certain it is that the wholesalers should do something, as the rapid growth of the chains, especially in the grocery field, does not portend well for the wholesale grocer's future.]

PRINTERS' INK of December 25th contains an article on "How Packers' Dissolution Will Affect Advertising."

In this article reference is made to wholesale grocers, which, I feel, ought to be explained in order to see if the statements made by the "Publisher of a Leading Grocery Journal" and some of the statements made by the writer of the above-mentioned article are quite correct.

I am not particularly anxious to know who shares these views, but I am seriously interested in a remedy for the condition that they claim exists.

The wholesale grocer will, no doubt, benefit by the agreement of the five packers with the Government to segregate their grocery business and the unrelated lines that they have been handling in their refrigerator cars in the past, but the benefit is going to come to the consumers generally,

I believe, to a larger extent than to the wholesale grocers and if the latter can make this benefit more pronounced, so much the better.

This agreement with the Government removes one of the costly links in the chain of packer distribution. For instance, the packer, in his buying from the producer, purchased through a broker; in selling these purchases he sold through a broker to wholesale grocers, chain stores or factories who could use the products. Thus you see one of the links of reselling—through the broker—is broken and this profit is saved to the consuming public.

It would be wide of the mark to say that all the goods that the packers purchased were disposed of through their own branch houses or peddlar cars. If fifty per cent of their purchases went that way it is larger than generally expected.

The "publisher" stated that the wholesale grocer will not take advantage of the opportunity to go ahead and do some real, constructive advertising and merchandising; this "publisher" should have an advertising working plan to offset his honest opinion that the wholesale grocer will go on "sleeping peacefully as he has in years past."

HAS PACKERS' GROCERY ADVERTISING PAID?

There is no question but that the packers have done a tremendous amount of advertising, and good advertising, too. Some may think that my following statement is foolish, but it is one that I think is true: If the cost of advertising the grocery items sold

by the packers was placed in one column and the gross sales on these items over the counters of the retail grocers were put in another column, there would not be sufficient in this latter column to pay the advertising bill, and I have not lost sight of the fact that the goods cost something.

While the advertising has been exceptionally good and the goods equal to what they have been advertised to be, there is no demand for them over the grocer's counter, advertising to the contrary notwithstanding. The "dear folks" cannot harmonize the slaughter house with the canning of fruit or, the packing of jellies, macaroni, etc.

Now, what I am particularly interested in is just what place these writers would put the wholesale grocer in so that he could do constructive advertising work. We surely would not simply advertise as So and So, the wholesale grocer in teas, coffee, spices, etc., nor should we supplement the advertising of the national advertiser whose goods are sold through the wholesale grocer. Neither do I think it would be wise to take the competitive lines of these nationally advertised goods and feature them. The wholesale grocer is a distributor, mainly; less than two per cent are manufacturing wholesale grocers and less than five per cent feature, largely, private brands. What, then, can be advertised except to emphasize the function of the wholesale grocer in the field of distribution?

There are, approximately, four thousand wholesale grocers in the United States. I am quite sure that at least two thousand of these would be willing to spend one thousand dollars a year each in constructive advertising if they can be shown that it is worth while.

It is a nice order to spend two hundred thousand dollars in advertising, in addition to approximately one hundred thousand that is now spent by wholesale grocers, but this amount of money cannot be spent by merely

referring to what the packers have done in their advertising line, because, as I said before, I am honestly confident that their advertising of the grocery line has not been successful, except to the men who sell the advertising space.

For our own house I am quite sure we are ready to be shown where we can do some advertising that will be an advantage in the field of distribution, and I am firm in my belief that there are a great number of others in the wholesale grocery line who feel the same.

There is a nice order to be taken by some advertising agency who can show the way, and if you can invite an outline for this advertising I think you will have done your part in carrying out your views of the important place which advertising occupies in the life of business to-day.

Must Advertise Good Taste in Books

Advertising of good books must sooner or later be the turning of attention to true literature, rather than the mere turning of attention to anything whatsoever. In this connection it is pleasant to quote the recent little brochure of The Society of Calligraphers: "Should a public demand for books revive, it will be imperative for the Society either to quench it altogether—a project which the Committee has discarded as visionary—or to take it in hand at its inception and give it constructive shape by forcing upon public attention such knowledge of the more elementary points of good taste as shall make impossible the further prostitution of standards. As the most direct means to this end it is urgently recommended by the Committee that the Society take up at once the study of advertising." Though this semi-serious report deals with the physical properties of bookmaking, the conclusions deserve equally to be considered by those who are desirous of improving the quality of what is offered to the public as literature.—*The Christian Science Monitor.*

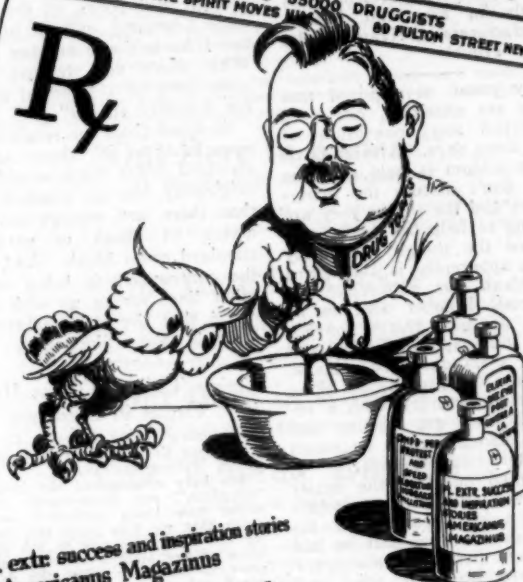
W. R. Quinn at Knoxville, Tenn.

William R. Quinn, for two years advertising manager of the J. H. C. Petersen's Sons Company, Davenport, Ia., has been made advertising manager of S. H. George & Sons, Knoxville, Tenn.

Jerry McQuade M.D.

PHYSICIAN TO 55000 DRUGGISTS
OFFICE HOURS AS THE SPIRIT MOVES HIM
89 FULTON STREET NEW YORK

Rx



Fl. extr: success and inspiration stories
Americanus Magazinus

Elixir Sat. Eve. Post covers a la
Leyendecker

Compd pep. protest and speed
Elbertus Hubbard Phillistineus

Tinct. rotogravure - 16 pages -
New Yorkus Timesus

Put in most convenient size -
Printers Inkus - add special
sugar-coating Jerry McQuadeus

Sig: Every druggist U.S., Canada,
Alaska - take internally once
per month.



Retailers Want a Standard Order Form

Indiana Lumber Dealers Ask Manufacturers to Get Together—Order Blanks at Present Vary Greatly in Size and Form—Manufacturers' Private Codes Cause Trouble

IF any proof is required that times are changing, one need only attend any convention of dealers these days. A meeting of retailers seldom is held that the dealers don't discuss the manufacturers and the things they are not doing to help the dealer.

One of the things wanted by all lines, apparently, is a standard order blank for manufacturers. The Retail Lumber Dealers of Indiana, at their recent convention at Indianapolis, decided not to adopt a standard order blank, but to pass the proposition along to the manufacturers, with a request that they get together and devise a standard form on which to register retailers' orders. It was pointed out that the dealer who saved the carbon copies given him by salesmen for his files, often discovers that he had to get new files. Manufacturers' orders are now all sizes and colors. Retailers have copies of red, white and blue orders, ranging in size from a tiny memorandum to a large page which has to be folded before it will fit the files.

Shoe retailers are clamoring for some system of standardization among manufacturers, and the need here is even more urgent. Many shoe manufacturers use code numbers or letters and all that the dealer has when the salesman hands him a copy of an order is a collection of hieroglyphics which mean absolutely nothing to him. This fact has been emphasized by disagreements over deliveries.

"These are certainly the shoes you ordered," said the salesman in

one instance. "Here it is: Twelve dozen pairs of our F21."

"You're another," replied the retailer, "I never ordered an F21 in my life. What I ordered was twelve dozen pairs of men's tan shoes. I don't know what you call it. Bill-Jones, of the Smith Shoe Company, calls it his 2311, but I haven't any number for it. Why don't you fellows adopt some kind of a standard number for standard shoes?"

So much from the retailer. The manufacturer of shoes says a standard order blank would stifle originality, but the retailers reply that there are enough standard makes of shoes to permit a standard order blank. And while the controversy is being waged, other lines spring up with a demand that the manufacturers in the field take a like action.

Claims Title to Oldest House-Organ in Existence

JOSEPH DIXON CRUCIBLE CO.
JERSEY CITY, N. J., Feb. 4, 1920.

Editor of PRINTERS' INK:

We have always had the idea that "Graphite," our house-organ, is the oldest now being published, and in order that we may have this verified we are writing to you to ask if you know of any other house-organ started prior to December, 1898, the date of our first issue, and which is still being published and which has not missed an issue since its first publication date.

As before stated, "Graphite" was first published in December, 1898, and up to the present time we have not missed an issue, except our November, 1919, issue, which we were unable to get out on account of the printers' strike. We did, however, combine it with our December issue and called it November-December.

Perhaps mention in your columns that we are claiming the honor of being the oldest house-organ will bring to life others.

B. H. ROWLEY,
Advertising Department.

Lembark and Arnold Direct Mohawk Advertising

The direction of the advertising department of the Mohawk Silk Fabric Company, New York, is now in the hands of S. Lembark, formerly with Julius Kayser & Co., New York, and N. S. Arnold, sales manager of the Mohawk company.

"Out Here in Kansas"

They'll "Try Anything Once"

Kansas was the storm center of anti-slavery agitation—Kansas pioneered in prohibition—Kansas even took on Populism—and just recently Kansas has blazed the way in labor problems with her industrial court.

A leading editorial writer has described Kansas as a state of mind rather than a geographical entity—an open, receptive mind that will try anything once.

"Out Here in Kansas"

Mr. Manufacturer and Distributor

they'll try your new car, your food product, your toilet preparation, your tire, your household necessity if you'll tell them about it.

"Out Here in Kansas"

they have the money to pay for what they want—greater bank deposits than ever before in the history of the state—farm products valued for last year at over \$1,000,000,000—\$154,495,000 greater than the best previous year.

"Out Here in Kansas"

You can best tell your advertising story through

The Topeka Capital

Daily and Sunday

the paper that goes into practically every home in Topeka and one home in ten in the entire state every morning of the year—the Kansas daily with the largest Kansas circulation which for forty years has held the entire confidence and trust of its readers.

Circulation 35,000—8c per Line

Let us tell you more about The Capital and its really wonderful territory. Our promotion department can help you with surveys and distribution.

The Topeka Daily Capital

ARTHUR CAPPER

Publisher

MARCO MORROW

Asst. Publisher

Topeka, Kansas

BRANCH OFFICES

Chicago—1800 Mallers Building.

New York—501 Fifth Avenue.

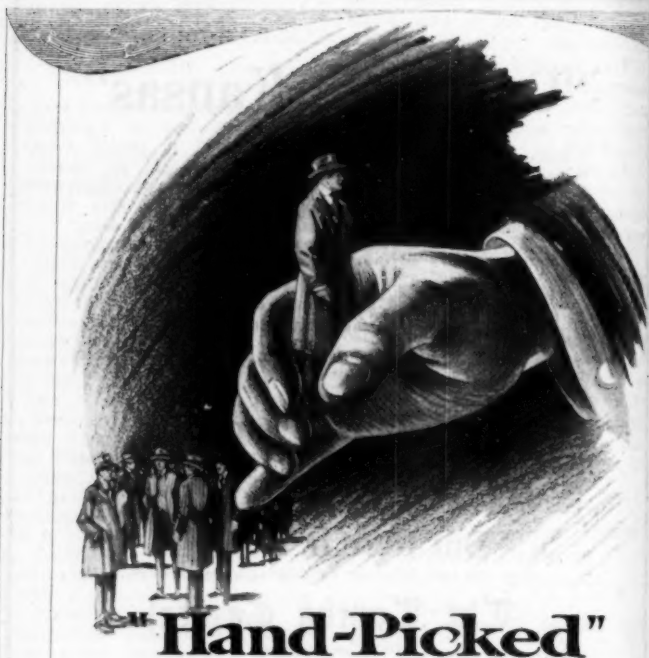
Detroit—702 Ford Bldg.

Kansas City—300 Graphic Arts Building.

Omaha—203 Farnum Building.

St. Louis—1318 Chemical Building.

Oklahoma City—Farmers National Bank Bldg.



"Hand-Picked"

WE have the *original* answer to a Prize Problem.

That problem is: Out of the 160,000 repairshops, garages and bona fide automotive dealers in the United States, to pick the Best Dealer in a Given Locality for Your Proposition.

(Your Proposition being Passenger Car, Truck, Tractor or Accessory.)

The foundations of The Service Corporation were laid in the days of the Carriage. We were among the first (as manufacturers, then) to urge carriage dealers to take on the automobile and grow with it.

THE SERVICE
TROY
NEW YORK **Automotive Sales**

That is the problem. Here is the answer :

Via the complete, 98 per cent accurate, up-to-this-moment Dealer Data maintained by The Service Corporation, to concentrate all your distribution effort on Hand-Picked Dealers—those Dealers in a Given Community whom we *know are logical for you.*

What this opportunity to do and capability to do, provided by our service, means to the manufacturer and his advertising agent, is without a value limit! It saves thousands of dollars of traveling men's money, and thousands of hours of their time—it threshes out representation *without chaff*—it creates a quality and body of Good Will whose value alone often equals the total investment in our work.

All these results constitute a Large Statement to make about any service. So large, it should call for proof; and this proof (a double abundance of it) we are ready to supply to the executive who tells us he is really interested.

You may be—will be—that executive, if the desire is uppermost in your mind to overlook no bets in the matter of Efficient Dealership.

At the 1920 Sales Convention of a client, his District Managers reported our campaign work as "the finest ever pulled off in America."

Our Research Department, inaugurated at that time, has kept pace, every moment since, with every change and every development; so that today there is no equivalent for it anywhere in the United States.



CORPORATION
Development — DETROIT
MICHIGAN

Critchfield & Company

regret to announce the loss of Bayard W. Barton, Vice President and General Manager, and W. M. Smith, Secretary.

Mr. Barton died suddenly from pneumonia on January 26. Mr. Smith died in an accident January 22.

The loss of these men is a personal loss to every member of the Critchfield organization.

We wish to express our grateful appreciation of the many expressions of sympathy extended to our organization at this time.

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The Three Gardeners

A Fairy Tale That Points the Moral of the Copy Controversy

By Harry Varley

ONCE upon a time (starting out as all good fairy tales should, even in *PRINTERS' INK*, though the modern fairy tale usually commences "You may not believe it but—" or "No! Honestly, I haven't a drop left") there was a wise man who had a beautiful rose garden.

To care for this he had three gardeners. One was a scientist who knew all about the soil, what it was made of, whether it was good for roses or cabbages and what to do to it to make it good for either or both. He knew all about worms and bugs which have an exclusive rose root diet and what would exterminate them. He was the underground rose expert.

And another of these gardeners knew nearly all there was to know about growing roses and cabbages. He knew what to spray on a rose bush to keep away green fly (which is proof enough that he was an expert). When a rose bush was sick he could mix a leaf wash that was miraculous.

The third man was a specialist in blooms. He could get any color, tint, or shade in the petals of a rose that Turner ever put in a sunset. He could make a cabbage smell like a rose or Burbank a rose until it grew as large as a cabbage.

One morning it chanced that they met at the special rosebush under the owner's open window. Each wanted to work on that one bush at that precise minute and to obtain precedence they argued as to whose work was most important.

And the root specialist proved conclusively that the plant couldn't live without the root and as the root was, so was the bush.

The bush expert proved from his extensive knowledge that if the bush wasn't carefully tended it would degenerate and die and

therefore *his* was the most essential work.

Then the flower wizard said, "What's the use of a rose bush without roses?"

And the man, the owner, who was standing near the open window listening to the argument, smiled a kind, indulgent smile.

"It is good for them to talk and argue," he said to himself, "if they don't start fighting and trample the rosebush underfoot. Each one, by proving the importance of his own work, will teach the other to see the art of growing roses from his viewpoint and I shall get better roses."

* * *

So, Old Man Specific, when you insist on getting to the root of things, of carrying every figure out to the sixth decimal point; when your creator, dear friend Marsh, puts in a plea for jazz copy, for roses with purple dots and yellow stripes; when our respected Dean of Copywriters wants us to sell peanuts in Sermon-on-the-Mount language and the Commercial Art Manager says that "illustrations are the life of modern advertising"—the editor of *PRINTERS' INK* stands by his open window and allows them to argue knowing that he, and we, shall learn more about growing roses—which in this case is Advertising.

And the copy man who believes that copy is advertising may continue to cry out that for the beautiful words "Angel of God" the artist can only give him a picture of a male figure with wings. The artist may still claim that one picture, seen in the twinkling of an eye, contains more than the copy writer can put in a million words. Our friends of the press—engravers, composers, printers, paper makers—will still cry aloud in the open street that "words and pictures are no

good unless we make them so."

They are *all* right.

And the moral is (for all good fairy tales have morals) that a rosebush is root, plant and roses—and Advertising is all good kinds of copy, illustration, engraving, type, paper and PRINTERS' INK where we all can, and will, continue to prove to each other that our individual work is the most important in Advertising.

P.S. Copy is the most vital factor in Advertising.

The Greenhorn Ad-Man and the Farmer

TRIBUNE BRANCH EXPERIMENT STATION
OF THE
KANSAS STATE AGRICULTURAL COLLEGE
TRIBUNE, KAN., Jan. 19, 1920.
Editor of PRINTERS' INK:

The lively tilt in your January 15 issue over "Lazy Copy" set me to thinking about effective copy for the farmers.

So far as the farmer is concerned, I think the peak of perfection in advertising copy is attained when it carries instantaneously convincing evidence of an intimate understanding of the farmer's needs, habits, experiences and ambitions. And in this regard homeliness of both language and illustrations is more apt to reach the spot than rhetorical fireworks.

Illustrations count for as much or more in this respect than words. Recently I saw a tractor accessory advertised illustrating a tractor drawing a left-hand plow! A farmer is wary in his own occupation—this ad had a decidedly greenhorn flavor just because of the untrue illustration. Then there are some advertisers who persist in making the windmill look like the toy wooden affair of our boyhood days. Better no illustration at all than untrue ones that the farmer will laugh at if he takes any notice of them at all.

The farmer, by virtue of the great diversity of his work, is conservative. This is but another way of saying that the farmer recognizes the unusual complexity of his business, and it isn't enough for him that a thing be plausibly good in itself—he must first be shown that the new thing fits in with the necessities of his situation.

That may seem trite, but as I will show later it is no easy thing to put into practice. The condition of the tractor and truck market furnishes ample proof that the farmer's conservatism is something entirely different from mere resistance to new ideas.

For years, sincere students have warned farmers that both trucks and tractors would prove to be white elephants—that there would be little or no economy in their operation over horse-drawn equipment. And in the face of a really formidable mass of reliable information of this kind the tractor industry is expanding at a really remarkable pace, and the farmers are oper-

ating more motor trucks than any other one class in the United States. In this instance the farmers have acted in a manner so far from the ordinary conception of conservatism that it appears almost foolhardy!

On the other hand, the manufacturers' talking point for the most part has been the economy of operation of both the truck and tractor. Yet we find that the introduction of motor equipment rarely decreases the number of horses kept in any corresponding proportion. There remains but one satisfactory conclusion and that is that the farmer has found that both the truck and tractor *fit in* with farming needs better than even the makers themselves realize. The efficiency expert is sure to ridicule the small number of days that the farmer actually uses this expensive equipment, but this is "old stuff" to the farmer, for there is hardly anything besides the alarm clock that he gets more than a few days of service a year out of.

The farmer knows that his success is primarily dependent on two things: (1) His ability to do each job when the conditions are "just right," and (2) His ability to cover as big an acreage as possible during the short time that the conditions are "just right." This, rather than any supposed economy in cars, trucks, or tractors, is responsible for the hungriness of the farm market for automotive equipment.

The important lesson to be learned from this experience is that the farm market is almost insatiable for almost any implements or commodities that in any way can be proven to give the farmer a real advantage in meeting the inexorable demands of nature with greater promptness and certainty. The "conservative farmer" will be found to be unsuspectingly responsive if the advertisers' message bears a sympathetic and intelligent understanding of the many and intricate forces that the farmer deals with.

IVAR MATTSOHN,
Superintendent.

"Teamwork" New McGraw-Hill House-Organ

The McGraw-Hill Company has a new house-organ issued under the name of "Teamwork." The January number, the first issue of the new publication, written for the members of the staffs of the ten business papers published by the McGraw-Hill Company, appeared a few days ago.

Here's a Poser

THE ACME WIRE CO.

NEW HAVEN, CONN., Jan. 20, 1920.
Editor of PRINTERS' INK:

We thank you for your letter of January 19th, with clipping enclosed, telling us about silver-plates.

Maybe you would like to answer just one more question? What would advertisers do without PRINTERS' INK?

THE ACME WIRE CO.



SOME men don't get a chance to do their best in their business because nobody wants it. They have to let themselves out on a hobby at home. We are more fortunate. We can't do anything too well for advertisers, and so making electros and stereotypes and mats can be our business and our hobby, too.

Partridge & Anderson Company

Electrotypes - Mats - Stereotypes

714 Federal St., Chicago

729,000 PEOPLE SEE



DURING THE MONTHS OF DECEMBER

The five reel photo play feature made and distributed for the International Industrial-Department in territories and theatres selected

DECEMBER		Theatre	Address & Date	Theatre	Address & Date	Theatre	Address & Date
Theatre	Address & Date	Capitol	Lynn, Mass. Dec. 14	Liberty	De Puc, Ill. Dec. 11	Theatre	Address & Date
Scenic	New Britain, Conn. Dec. 1	Marlboro	Marlboro, Mass. Dec. 14	Turians	Chicago, Ill. Dec. 11	Dubois	Dec. 11
Globe	New Haven, Conn. Dec. 1	New Nickel	Westfield, Mass. Dec. 15	Troy	Chicago, Ill. Dec. 11	Aubrey	Dec. 11
Oak	Bridgeport, Conn. Dec. 1	Life	New Haven, Conn. Dec. 15	New Era	Chicago, Ill. Dec. 11	California	Dec. 11
South End	Bridgeport, Conn. Dec. 1	De Witt	New Haven, Conn. Dec. 17	New Home	Ind. Harbor, Ind. Dec. 11	Karl	Dec. 11
Majestic	Easthampton, Conn. Dec. 1	Rome	Bridgeport, Conn. Dec. 19	Century	Chicago, Ill. Dec. 11	Ove	Dec. 11
Tip Top Hall	Colchester, Conn. Dec. 2	Lyric	Fall River, Mass. Dec. 19-20	American	Chicago, Ill. Dec. 11	New Linden	Dec. 11
Continental Hall	Woodus, Conn. Dec. 3	Paradise	Brooklyn, N. Y. Dec. 22	Ruby Palace	Marselles, Ill. Dec. 11	Von	Dec. 11
Palace	Bridgeport, Conn. Dec. 3	Dreamland	New Haven, Conn. Dec. 23	Douglas	Chicago, Ill. Dec. 11	Gem	Dec. 11
Bostwick	Bridgeport, Conn. Dec. 3	Emery	Providence, R. I. Dec. 23-24	Gaulle	Chicago, Ill. Dec. 11	Edison	Dec. 11
Bijou	Bridgeport, Conn. Dec. 3	Garden	New Haven, Conn. Dec. 23	Kimbark	Chicago, Ill. Dec. 11	Crysal	Dec. 11
Palace-Polis	Springfield, Mass. Dec. 7	Lawrence	New Haven, Conn. Dec. 23	Empress	Galesburg, Ill. Dec. 11	Centre	Dec. 11
Gem	Naugatuck, Conn. Dec. 7	Park City	Bridgeport, Conn. Dec. 24	Isis	Tolusa, Ill. Dec. 11-14	Alamo	Dec. 11
Majestic	Haverhill, Mass. Dec. 7	Winchester	New Haven, Conn. Dec. 24	Loda	Chicago, Ill. Dec. 11-14	Station	Dec. 11
Star	New Milford, Conn. Dec. 8	Comique	Stafford Springs, Conn. Dec. 25-26	Bond	Pontiac, Ill. Dec. 11	Le Belle	Dec. 11
Liberty	Hartford, Conn. Dec. 8-9	Park	So. Manchester, Conn. Dec. 27	Robey	Chicago, Ill. Dec. 11	White	Dec. 11
Orpheum	New Haven, Conn. Dec. 8-9	Coleman	Southington, Conn. Dec. 27	Plaza	Chicago, Ill. Dec. 11	Lorington	Dec. 11
Canon	New Haven, Conn. Dec. 8	Community Hall	Summit, N. J. Dec. 27	Avon	Chicago, Ill. Dec. 11	Peckham	Dec. 11
Dorwell	New Haven, Conn. Dec. 8	New Jewell	Lowell, Mass. Dec. 28	Emmet	Chicago, Ill. Dec. 11	Chic	Dec. 11
Village Hall	Norfolk, Conn. Dec. 9-10	Town Hall	Manchester, Conn. Dec. 28	Shakespeare	Chicago, Ill. Dec. 11	Chic	Dec. 11
Empire	Hartford, Conn. Dec. 8	Strand	Providence, R. I. Dec. 30	Crescent	Chicago, Ill. Dec. 11	Chic	Dec. 11
Opera House	Wallingford, Conn. Dec. 10	Auditorium	Terryville, Conn. Dec. 31	Starland	Mich. City, Ind. Dec. 11	Chic	Dec. 11
Cozy	Marion, Mass. Dec. 10	Casino	Chicago, Ill. Dec. 8 to 14	Arlington	Arlington Hgts., Ill. Dec. 11	Chic	Dec. 11
Crown	Hartford, Conn. Dec. 10-11	Lyric	Earlville, Ill. Dec. 15	Lyric	Rock Falls, Ill. Dec. 11	Chic	Dec. 11
Star	New Hartford, Conn. Dec. 11	Garden	Harvey, Ill. Dec. 17	Broadway	Chicago, Ill. Dec. 11	Chic	Dec. 11
Shelton	Shelton, Conn. Dec. 12	Rex	Chicago, Ill. Dec. 18 to 19	New Parkway	Chicago, Ill. Dec. 11	Chic	Dec. 11
Borough	Edgewater, N. J. Dec. 13	Lincoln	Joliet, Ill. Dec. 18 to 19	Clifford	Cleora, Ill. Dec. 11	Chic	Dec. 11
Garden	Springfield, Mass. Dec. 14	Dalton	Dalton, Ill. Dec. 19	Lynn	Chicago, Ill. Dec. 11	Chic	Dec. 11
Lyric	Bridgeport, Conn. Dec. 14	Grand	Stager, Ill. Dec. 20	New Cleora	Cleora, Ill. Dec. 11	Chic	Dec. 11

Ask Mr. G. Lynn Sumner, Advtg. Mgr. of I. C. S., what results that organization



UNIVERSAL FILM MANUFACTURING COMPANY

(CARL LAEMMLE, Pres.)

Largest Producers and Distributors of Industrial and Educational Films
Studios and Laboratories: UNIVERSAL CITY, CALIF.

Offices: 1600 BROADWAY

NOT PROMISES — BUT

SEE "HEADS WIN"

OF DECEMBER AND JANUARY

the International Correspondence Schools by the Universal Film
d theatres selected by I. C. S. Representatives

Theatre		Address & Date		Theatre		Address & Date		Theatre		Address & Date	
Dickie	Downers Falls, Ill.	Dec. 27		Casino	Chicago, Ill.	Jan. 8		Elmo	Chicago, Ill.	Jan. 10	
Academy	Chicago, Ill.	Dec. 29-30-31		Parkway	Chicago, Ill.	Jan. 8		Lada	W. Pullman, Ill.	Jan. 19	
California	Chicago, Ill.	Dec. 29		Ideal	Chicago, Ill.	Jan. 8		Lincoln	Chicago, Ill.	Jan. 19	
Earle	Chicago, Ill.	Dec. 29		Strand	Chicago, Ill.	Jan. 8		Great Lake's	Great Lakes, Ill.	Jan. 19	
Grove	Chicago, Ill.	Dec. 29		New Regent	Roseland, Ill.	Jan. 9		Princess	De Kalb, Ill.	Jan. 20	
New London	Chicago, Ill.	Dec. 29		Republie	Chicago, Ill.	Jan. 9		Crown	Chicago, Ill.	Jan. 20	
Vault	Gary, Ind.	Dec. 30-31		Paulina	Chicago, Ill.	Jan. 9		Vernon	Chicago, Ill.	Jan. 20	
Gem	Crystal Lake, Ill.	Dec. 30		Strand	Chicago, Ill.	Jan. 9		Gem	Chicago, Ill.	Jan. 20	
Michigan	Chicago, Ill.	Dec. 30		Palace	Rockville, Conn.	Jan. 9		Crystal	Huntley, Ill.	Jan. 20	
Crystal	Chicago, Ill.	Dec. 30		La Grande	Chicago, Ill.	Jan. 9		Opera House	Chicago, Ill.	Jan. 21	
Centre	Chicago, Ill.	Dec. 30		Aristo	Chicago, Ill.	Jan. 10		Kedzie	Chicago, Ill.	Jan. 21	
Alamo	Plainfield, Ill.	Dec. 30		Chopin	Chicago, Ill.	Jan. 10		Home	Chicago, Ill.	Jan. 21	
States	Chicago, Ill.	Dec. 31		Viola O. H.	Chicago, Ill.	Jan. 10		Ravinia	Chicago, Ill.	Jan. 22	
				Opera House	Genoa, Ill.	Jan. 10		Calumet	E. Chicago, Ind.	Jan. 22	
				Bijou	Hammond, Ind.	Jan. 10		Dreamland	Glasford, Ill.	Jan. 22	
				New Palace	Chicago, Ill.	Jan. 10		Monogram	Chicago, Ill.	Jan. 22-23	
				Family	Indiana Harbor, Ind.	Jan. 12		Star	Algonquin, Ill.	Jan. 22	
				Montrose	Chicago, Ill.	Jan. 12		Star	Tiskilwa, Ill.	Jan. 22	
				Grant	Cleora, Ill.	Jan. 12		Lytic	Polo, Ill.	Jan. 22	
				Bell Palace	Chicago, Ill.	Jan. 12		Plaisance	Chicago, Ill.	Jan. 22	
				Brewer	Shabbon, Ill.	Jan. 12		Orpheum	Cuba, Ill.	Jan. 22	
				14 St.	Cleora, Ill.	Jan. 12		Paw Paw	Chicago, Ill.	Jan. 22	
				Piken	Chicago, Ill.	Jan. 12		American	Chicago, Ill.	Jan. 22	
				Royal	Chicago, Ill.	Jan. 12		Lewndale	Chicago, Ill.	Jan. 22	
				Star	Whiting, Ind.	Jan. 12		De Luxe	Hammond, Ind.	Jan. 22	
				Julian	Chicago, Ill.	Jan. 12					
				Lyceum	Wyoming, Ill.	Jan. 12					
				Majestic	Chicago, Ill.	Jan. 12					
					Spring Valley, Ill.	Jan. 14-15					
				Verdi	Chicago, Ill.	Jan. 14					
				Colonial	Forrestone, Ill.	Jan. 14					
						Jan. 14					
				Francisco	Chicago, Ill.	Jan. 14					
				Marshallfield	Chicago, Ill.	Jan. 15					
				Beccas	Endfield, N. H.	Jan. 15					
						Jan. 15					
				National	Ladd, N. Y.	Jan. 15					
				Opera House	St. David, Ill.	Jan. 15					
				Opera House	Buda, Ill.	Jan. 15					
				Colonial	La Salle, Ill.	Jan. 16					
				National &	Chicago, Ill.	Jan. 16					
				Queen	Chicago, Ill.	Jan. 16					
				Princess	Chicago, Ill.	Jan. 16					
				New Opera	Coal City, Ill.	Jan. 16					
				House							
				Lincoln	Fulton, Ill.	Jan. 16					
				Beardsworth	Albany, Ill.	Jan. 17					
				Ben Hur	Chicago, Ill.	Jan. 17					
				Crane	Chicago, Ill.	Jan. 19					
				Hartley	E. Chicago, Ind.	Jan. 19					
				Jackson	Chicago, Ill.	Jan. 19					
				Bergunea	Chicago, Ill.	Jan. 19					

results that organization obtained from this method of Advertising !!

MANUFACTURING COMPANY

HARRY LEVEY, Manager, Industrial Department

distributors of Industrial Motion Pictures in the Universe

UNIVERSAL CITY, CAL.; FORT LEE, N. J.

NEW YORK

BUT PERFORMANCE

When You Think *of* New Orleans

Think of
New Orleans
STATES

EVENING

SUNDAY

Because:—

Large Circulation
Concentrated in the City
Proper—Your Profitable Market

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in the States and center your efforts on the city itself. Excellent opportunities for distribution of product. Population responsive to advertising. High per capita purchasing power.

Want more information?
We gladly furnish it.

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Postal Authorities Inquire into Methods of Distributing Mail-Order Catalogues

The Fact That Many Firms Dodge Zone Rates Bothers Post Office Committee

Special Washington Correspondence

IF a suggestion that catalogues should be placed on a par, in postal charges and treatment, with "zoned" periodicals emanated from an inconspicuous member of Congress, the incident would not necessarily have much significance. When, however, it is the Chairman of the Committee on Post Offices and Post Roads of the House of Representatives, who exhibits the spirit of unrest, especially with respect to the catalogues of the large mail-order houses, the possibilities of reaction are greater.

No person who is familiar with the emphatic views that Congressman Halvor Steenerson has long entertained on the subject of mail-order merchandise as practiced by the large catalogue houses, has been surprised that this issue has been brought to the fore, now that Mr. Steenerson is at the head of the postal committee. The whole question of the relation between catalogue mail and periodical mail—especially the monthly periodical mail that comes under the "blue tag" classification—was recently opened to debate in the committee when leading officials of the Post Office Department discussed the appropriations needed for the maintenance of the Department during the fiscal year 1921.

A prolonged discussion with Second Assistant Postmaster-General Otto Praeger over the cost of transporting by freight "blue tag" periodical mail drew questions from Congressmen that amounted to an interrogation why the Department does not take steps to force catalogue distributors to use the mails exclusively. This would enable the Government to take the profit on the

freight haul of catalogues that now remains in the pockets of the advertisers who conduct their long-distance hauls of catalogues by freight contracts entered into with the railroads direct and then rely upon the postal facilities for local distribution in the immediate vicinity of destination. The Chairman of the Post Office Committee had, by his own process of figuring—that is, by dividing the number of pounds of mail by the amount expended for freight—calculated that this form of distribution is costing the Government 85 mills per pound, but the Second Assistant said that his figures show that the cost is "around forty-five to fifty cents a hundred pounds."

The Second Assistant made it clear that the Department follows, as matters now stand, the practice of shipping by freight carload lots of catalogues destined for long hauls if any catalogue publisher entrusts the post office with the entire task of distribution. It was admitted, however, that for the long-distance transmission where fast freight service is feasible, the advertisers usually make their own arrangements with the railroads instead of leaving it to the Department.

CHAIRMAN STEENERSON LOOKING TO A GREATER REVENUE

Chairman Steenerson has taken occasion in the recent discussions to refer to the ruling of the Postmaster General in 1913 to the effect that trade catalogues may be classified as books and therefore admissible at fourth-class or parcel post rates. "I don't think they are books," was the Chairman's comment, and after drawing from officials the admission that practically the only catalogues which

the Department now ships by freight are the fliers or small catalogues that have been mailed at the third-class rates, Mr. Steenerson disclosed his belief that catalogues should, by compulsion, be placed on a plane of absolute equality with zoned periodicals that from choice or necessity use the mails exclusively as a medium of distribution.

"We could by law give the Government a monopoly," he said; "that is, not a monopoly, but we could allow them to be shipped only from the place of publication. They would pay eight cents a pound and then the Government could take advantage of the freight rates for distributing them, the same as they do now for some of them, and the cost to the Government would be three or four cents a pound, and there would be about one hundred per cent profit."

MAIL-ORDER ADVERTISERS BENEFIT BY PRESENT ARRANGEMENT

In his computations Chairman Steenerson went on the premise that the large catalogues, regarding the carriage of which he is exercised, weigh about five pounds each. He estimates that the advertiser, paying one cent freight, under his own contract with the railroad, and nine cents for mail distribution within the first or second zone, is enabled to deliver each catalogue to a prospect at a total outlay of ten cents, as compared with a charge of forty cents which would obtain for the five-pound unit at the eight-cent rate.

Incident to the discussion respecting the use of the blue-tag system for the transmission of catalogues from the point of origin entirely under the jurisdiction of the Post Office Department, there was inquiry whether there are delays in the arrival of blue-tag mail on the freight hauls. The Second Assistant Postmaster-General said: "I don't think we have had half a dozen delays amounting to twenty-four hours on that freight movement in a month."

Sauce for Goose, Sauce for Gander

After the federal trade commission's ruling that the selling of sugar in combination with other goods was an unfair method of competition, inquiry was made to learn the practices of Boston wholesalers and retailers. It was found that some of the latter had insisted on the purchase of other groceries along with sugar, but it is said that this was done to protect regular customers. That many dealers have refused to sell sugar unless the customer also bought a certain amount of goods of the dealer's choosing is not believed.

Different communities have different perplexities to narrate about the trying days of sugar shortage. From a Connecticut shore town comes a story which is so good that one would be sorry to hear that it wasn't true. The local news dealer, a woman, went to a grocer's for sugar, and was told that she could have it only by buying with it a specified amount of other goods. She bought the required amount and departed. A few days later the grocer called at the news room for his daily paper. "You can't have it," said the woman dealer, "unless you take"—and then she named several magazines whose aggregate cost was many times that of the paper. The grocer took his medicine "gamely," bought all that the woman demanded, and was thus enabled to leave the store with his daily paper in his pocket.—Springfield, Mass. *Republican*.

National Cash Register Wants to Hear of Employee's Troubles

The opportunity to give counsel and to hear the troubles and cares of its employees is wanted by the National Cash Register Company of Dayton, O. The following statement, asking for this opportunity and for the employee's co-operation has been issued:

"For a long time we have all felt the need of advice and suggestions from the rank and file. We want to know more of your troubles. We want your counsel and co-operation more than ever before. It has been decided to organize an advisory board elected by the people of the factory in order that this may truly represent the rank and file.

"The plant has been divided into twenty-five voting divisions. A representative from each voting division will be elected by ballot. The twenty-five representatives so elected will constitute the National Cash Register advisory board. A man elected head of a division, foreman, assistant foreman or job foreman in the factory or occupying a similar position in the offices will not be eligible for election as member of the advisory board, nor will any such person be entitled to vote. It is our desire that no such person shall have a vote in or influence the selection of the members of the advisory board."



**From Ready Cut Buildings
To Candlesticks**

An investment of over \$500,000,000 in Home, Comfort and Happiness is made yearly through the efforts of 15,000 progressive furniture retailers.

This wonderfully dependable and responsive retailer looks to

THE FURNITURE RECORD

A Paper With True Dealer Influence

For guidance and for information. Through its activities in promoting the interests of the retailer, the Record has come to occupy a position of undisputed leadership and its columns have inspired much of the wonderful growth in this the greatest market in the world.

Write for Facts



The Periodical Publishing Company
Grand Rapids, Michigan

Member A. B. C.
Member A. B. P.



The Grand Rapids
FURNITURE RECORD

The Minneapolis

The Leading Paper in The

Member A. B.

Facts About Minneapolis, the Billion Dollar Market

Incorporated 1867

In 1919 the value of products sold to retail merchants of the Northwest by Minneapolis manufacturers, jobbers and wholesalers was \$1,059,614,662, as follows:

Agricultural Implements ..	\$100,000,000	Glass	\$ 4,000,000
Automobiles and Trucks ..	190,000,000	Groceries	90,000,000
Automotive Parts	12,000,000	Hardware	30,000,000
Bags	12,500,000	Iron and Steel	10,625,000
Bedding	3,000,000	Jewelry	3,000,000
Biscuits and Crackers	15,000,000	Knit Goods	13,000,000
Boxes	2,500,000	Lime Cement and Plaster..	4,829,500
Confectionery	8,000,000	Lumber	10,000,000
Caskets	1,250,000	Oils and Greases	52,480,000
Cigars and Tobacco	10,250,000	Paints	4,500,000
Coffee and Tea	7,000,000	Paper	8,000,000
Drugs	10,850,000	Plumbing and Heating Sup- plies	6,750,000
Dry Goods and General Merchandise	43,750,000	Sash, Doors and Millwork ..	10,000,000
Electrical Supplies	7,500,000	Tires, etc.	75,000,000
Elevator Machinery	2,000,000	Tractors	55,000,000
Flour and Feed	193,538,162	Miscellaneous	31,672,000
Fruits and Produce	60,000,000		
Fuel	35,000,000		
Furniture	7,100,000		

TOTAL OUTPUT..\$1,059,614,662

Face value of checks passing through Minneapolis banks in 1919, \$12,331,567,000.

Carloads of merchandise and other freight shipments in and out of the city in 1919, 666,728.

Bank clearings for 1919, \$2,266,905,528.

Total bank deposits, \$253,366,913.

First In Its City—First In Its State—First

GUY S. OSBORN,
Western Representative,
Tribune Building, Chicago, Ill.
Ford Building, Detroit, Mich.
Globe-Democrat Building,
St. Louis, Mo.

GERALD PIERCE
Manager of Advertis-
Minneapolis, Minn.

JOHN B. WOODWARD
Eastern Representat-
Times Building, New York

Minneapolis Tribune

In The Billion Dollar Market

Member A. B. C.

Dollar

Facts About The Minneapolis Tribune

Founded 1867

Daily net paid circulation, 115,367. Sunday net paid circulation, 126,147.

Has 21,528 more daily circulation, net paid, than any other daily newspaper published in the Northwest.

Has 39,155 more net paid Sunday circulation.

Published 153,494 more individual want ads in 1919 than its nearest competitor and 76,114 more than both its daily competitors in Minneapolis.

Published 13,291,769 agate lines of advertising in 1919 compared with 10,160,353 lines in 1918. Gained more than three million lines.

Gained 1,752,673 lines in local display.

Gained 896,450 lines in National display.

Gained 482,393 lines in classified advertising.

Has carried approximately 150,000 more individual want ads each year for the last fifteen years than its nearest competitor.

Has published every year for many years, more automobile advertising than any other paper in the Northwest.

Is the recognized financial advertising medium of its territory.

Does not accept any questionable financial or other classes of advertising.

Accepts no trade contracts.

Maintains a service department to help National advertisers with their merchandising problems.

Publishes The Commercial Tribune, the only general trade paper in Minneapolis.

By listing The Minneapolis Tribune the advertiser obtains the advantage of the only morning circulation and an unduplicated evening circulation in Minneapolis. The only paper in the United States giving a 24-hour service for the one charge.

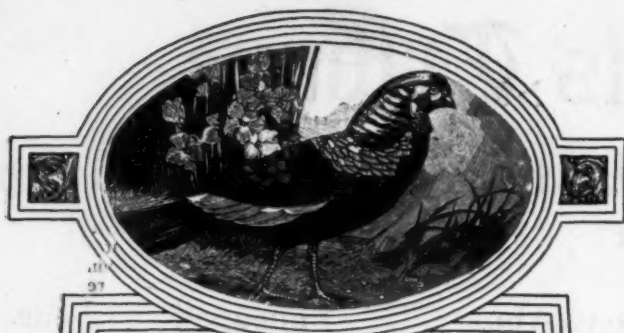
The Minneapolis Sunday Tribune is the only Sunday paper published in Minneapolis having Associated Press news and cable service. It has the prestige of being the big Sunday Newspaper of the Northwest.

First In Its Federal Reserve District

ERALD PIERCE,
Manager of Advertising,
Minneapolis, Minn.

W. B. WOODWARD,
Western Representative,
Building, New York City.

W. R. BARANGER COMPANY,
Pacific Coast Representatives,
Examiner Bldg., San Francisco, Cal.
Post-Intelligencer Building,
Seattle, Wash.
Title Insurance Building,
Los Angeles, Cal.



Gunning? Pheasant hunting may be the finest of the sports—but shooting for prospects with the Mimeograph also has its thrills. Five thousand shots an hour this business-bagging repeater fires. And every shot goes to where it is addressed—sent at maximum speed and minimum cost. Letters, diagrams, maps, bulletins, forms and the like are Mimeographed now as they have never been Mimeographed before. *Neater*—better work has been the aim of every improvement. You don't know what the Mimeograph can do if you haven't recently seen the Mimeograph in operation. With it—the cherished plan of this hour becomes the business-getting policy of the next—departures from the beaten track are invited by this ready and cheap means for their quick accomplishment—and dreaded emergencies disappear in an easy routine. Five thousand shots an hour—bringing down overhead and bagging bigger business! Others are gunning—why not you? Get booklet "Q" from A. B. Dick Company, Chicago—and New York.



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More Milk for Children, Purpose of This Campaign

California Dairy Council Prefaces Consumer Campaign with School Milk Survey

A SCHOOL survey, conducted among more than 120,000 children in seven cities, has uncovered some most valuable facts for the dairy industry in California. The survey has proved that more than 40 per cent of the school children of these cities do not drink milk as a part of their daily diet. Of more importance, it has brought home to parents, by reason of the publicity given it, the necessity of including dairy products with children's meals. In the words of H. S. McKay, who was active in the direction of the survey, it has shown that the "question of one or two cents a quart should not lessen the 'dairy cow' content of school children's rations."

The dairy industry of California has grown to be the second largest industry in the State. Like so many other industries, it was not until public opinion was aroused against it that it organized to defend itself. Early last year the California Dairy Council was formed, with its members among the producers, distributors, manufacturers and all other industrial and civic bodies interested in the promotion of the dairy cow.

Its work was primarily to educate the public in the food value of dairy products; to increase productivity within the industry, and reduce operating expenses of individual dairymen. During the first year its most important work was the inauguration and completion of the milk survey, prefacing a state-wide consumer campaign soon to be launched. The survey and its accompanying advertising were undertaken with the co-operation of the Advertising Division of The Geo. F. Eberhard Company.

"School surveys conducted in many States," says H. S. McKay, of the Eberhard company, "showed that one out of every

three elementary school children was suffering from malnutrition and lack of weight. This was of much significance and recalled the unfavorable comment reflecting on the youth of our country at the time Army officials were rejecting and selecting young men for our Army during the early draft period of the war.

MOTHERS



Please fill out



the questions on the cards your children will bring home from school.

The California Dairy Council is co-operating with the State Board of Health and your school authorities to uphold the statement that "California children are the healthiest."

Similar school surveys held in other states showed that one out of every three school children were suffering from malnutrition and were under weight. We do not believe this to be true in California.

You will help us present the facts to the people at your city by answering the questions on the cards.

CALIFORNIA DAIRY COUNCIL
and the
STATE BOARD OF HEALTH



ONE OF A SERIES OF ADVERTISEMENTS THAT HELPED PUT OVER A "MILK CENSUS" OF SCHOOL CHILDREN

"In order to determine whether or not this seemingly general undernourished condition of children was true in California, the California Dairy Council co-operated with the State Board of Health in making a survey to ascertain the amount of milk given school children in these California cities: San Francisco, Los Angeles, San Diego, Stockton, Richmond, San Jose and Santa Barbara.

"The survey had the sanction of

State and school authorities, the latter of which collected the data.

"In order to stimulate co-operation on the part of parents to fill out the cards which were taken home by the children, large space was used in the newspapers simultaneously with the gathering of the statistics.

"The data which parents were asked to record upon cards furnished through the schools, asked for the name, age, height and weight of each child, also a square was provided for the parent to indicate: (1) whether the child is given one quart of milk daily, (2) one pint or over daily, or (3) whether there is no daily supply available.

"The opposite side of the card bore the information that the State School Milk Survey is 'conducted by the California Dairy Council and the State Board of Health' and is 'sanctioned by both State and school authorities.' And parents are requested to 'kindly fill out this card so that the pupil may return it to his or her teacher tomorrow.' Assurance was also given that 'your co-operation and interest will be appreciated.'

"The display advertising supplementing the survey was ostensibly for the purpose of securing co-operation of homes with the school and urged the use of dairy products in liberal quantities. The advertising had the sanction of both the State Board of Health and State and school authorities. This advertising received official sanction as it appeared at a time when people were particularly appreciative of the use of paid space by the Government and State institutions.

"Further supplementing the survey itself and the paid newspaper space, publicity articles were furnished publishers strongly featuring the necessity of supplying school children with proper food and showing that proper food for them came from the dairy. With all its supplementary forms of advertising the survey had a potent influence in turning the attention of consumers from the still advancing cost of dairy products to their necessity in the diet."

The figures yielded by the survey are significant enough to be reprinted. The facts discovered in these seven California cities would, in all probability, be duplicated elsewhere. They indicate the extensive field for educational advertising on the part of an industry that is suffering because of false economy on the part of consumers—an economy that is aggravated by ignorance of the true facts.

In San Francisco, out of 46,728 children in the schools, 15,322 (33 per cent) were getting one glass of milk daily, 12,548 (27 per cent) one pint or over daily, and 18,479 (40 per cent) were not drinking milk daily. Three hundred and seventy-nine were absent or did not report.

In Los Angeles, out of 52,552 children in the schools, 16,720 (31 per cent) were receiving one glass of milk daily, 12,504 (24 per cent) one pint or more daily, and 21,350 (45 per cent) did not drink milk daily. One thousand nine hundred and seventy-eight were absent or not reporting.

The percentage of children in the smaller cities who were not receiving milk as part of their daily rations varied from 41 per cent in San Diego to 48 per cent in Richmond.

"Army and Navy Stores" Getting Attention

At the request of B. A. Mattingly, chief of the sales promotion section of the United States War Department, the National Vigilance Committee has issued a bulletin to local advertising clubs, pointing to some of the dangers to the public in connection with the operation by merchants of what are called "Army and Navy Stores."

The Government is retailing the surplus army and navy goods through its twenty-five stores distributed over the United States, known as "Army Quartermaster's Retail Stores Division." While it is admitted that many of the "Army and Navy Stores," so-called, have surplus Government goods for sale, "in their advertising," says the bulletin, "they may make it appear that practically all of their goods are of this origin, whereas, in many cases the Government goods for sale are merely a 'bait' to further the sale of cheap commercial goods."

Successful action, it is asserted, has been taken by vigilance committees in several cities against the men operating stores of this nature.

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LIFE

Due to the oversold condition of the 1st and 3rd issues of each month, LIFE requests advertisers making up new schedules to use the 2nd, 4th and 5th issues until further notice. (LIFE is dated Thursday each week).

It is our wish to keep all issues as near uniform in size as possible, thus working to the advertisers' advantage in make up of copy and position.

The above does not apply to the April 1st Easter Annual, July 1st Independence Number, November 4th Thanksgiving Number and December 2nd Christmas Annual.

Gen. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537 Chicago.

When Will Theatrical Advertisers Break Away from the Conventional?

Very Little Change in Form or Substance in the Past Ten Years—A Neglected Field of Almost Unlimited Opportunities

By W. H. Heath

THEATRE advertising has been compared to the mollusc—a fussy, claw-decorated thing that lives in a shell and promptly scuttles back into it at the first sign of alarm.

Nor is the comparison an entirely unjust one. The theatre has not advanced, in its advertising, as other enterprises have advanced. In substance and in physical dress it has tucked itself away in a shell of rather stupid precedent and conservatism, that no member of the fraternity has been able to crack.

Yet the theatre is a commodity. It differs in no great detail, from merchandise. It can be sold, just as shoes or soap or talking machines or safety razors are sold. The margin of profit permits of advertising along thoroughly modern lines. Many a theatrical property might have been saved from the store house, by a well-conducted advertising campaign. Runs that have lasted six months might have been extended indefinitely. And, in New York or Chicago, centres of production activity, intensive advertising could give plays such a running start of prestige, that they would reap harvests on the road.

There is reason to believe that we are soon to see a breaking away from these archaic methods in theatre advertising. The present season has marked some rather radical departures, and how the theatrical profession has talked about it, and whispered and criticised!

There has recently appeared on the front pages of New York newspapers, theatrical advertising, detached from the "string" and orphaned in conspicuous dis-

play. True, these ads have been very small, but it is a novelty a throwing aside of long-worn shackles.

The more progressive motion-picture concerns have doubtless disturbed the mollusc and made him wriggle a bit in his shell. Motion pictures are very popular. There seems to be no lessening of public interest in them. Many theatre-goers actually prefer a good "movie" to a rather indifferent stage production at many times the price.

But the motion-picture interests have been wise enough to see the tremendous power back of advertising. Appropriations of a hundred thousand dollars for campaigns are no longer uncommon. Newspaper electros are sent out by the box. Every local exhibitor is supplied with illustrated display advertisements that make a handsome showing and which tend to make the smaller and less skilfully prepared theatre announcements, seem trivial.

PRODUCT SOLD OUT NOW, BUT WHAT OF THE FUTURE

The present theatrical season has been flourishing. The theatre crowds in the larger cities clog the streets at night and congest traffic on matinee occasions. It is one of the reactions of war. Everyone wants to be amused. But there is nothing to indicate that, with orchestra seats selling at three dollars, this condition will continue indefinitely. When normal times come again, the theatre must sell its product in the open market, competing more than ever with the motion picture.

And why isn't the theatre an advertisable product? The com-

Thorough Knowledge of Advertising Media

Some of our clients use space only in leading magazines; others use several thousand newspapers; still others use only trade-papers. The most detailed knowledge of magazines is useless as an agency asset to the advertiser whose logical media are small-town newspapers, billboards, or trade publications. Our space-buyer has had thirty years experience with all media.

Our conception of agency service is outlined in the booklet "*How to Judge an Advertising Agency.*" A copy will be sent you on request.

J.H. **CROSS** CO.

General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Cooperation Plus

The Houston Chronicle does more than sell opportunity to reach the greatest number of buyers in this territory. It fortifies the pulling power of all advertising in an original manner—actually going out into the streets and stores to make certain that advertised goods move from the dealers' shelves.

Products advertised in the Chronicle are strongly displayed in the Chronicle's own windows—comprising nearly 300 feet of finely lighted space on one of the busiest corners in Houston. Practical merchandisers representing the Chronicle accompany salesmen and make sure that the product is properly displayed and pushed by retailers. Such is the prestige of the Chronicle that these merchandisers command hearty co-operation from all dealers.



Such thorough co-operation with advertisers is unusual. Results obtained for advertisers are equally remarkable. So strong is the pulling power of Chronicle advertising that 125 national advertisers use the Chronicle *exclusively* in this territory. Over 75 per cent of Texas, Louisiana and Oklahoma advertisers use the Chronicle *exclusively*.

Each year for the past three years the Chronicle has increased its lead over the second Houston paper. In 1919 its lead was 3,452,274 agate lines.

The Chronicle gained 4,238,528 agate lines in 1919 over its 1918 record and led Texas in 1918. In 1919, the Chronicle led all Texas papers in total lineage and led the South in national advertising.

Net Paid Circulation 52,117 Daily

THE HOUSTON CHRONICLE
HOUSTON, TEXAS

M. E. FOSTER
President

JOHN E. McCOMB, Jr.
Manager National Advertising



Why Houston dealers believe in advertised goods

The Chronicle has patiently pointed out to them the general advantages of handling advertised goods. Then they have learned by actual experience time and time again that nationally advertised products also advertised in the *Chronicle* are the most profitable lines to sell.

Practically all drug and grocery stores and department stores in Houston gladly lend their own windows for special displays of articles advertised in the Chronicle. And when any jobber shows a retailer that a certain product is to be advertised in the Chronicle *the dealer will stock it, confident that with the help of the Chronicle he can sell it.*

Net Paid Sunday Circulation 60,253

THE HOUSTON CHRONICLE

HOUSTON, TEXAS

JOHN M. BRANHAM CO., Foreign Representatives.

Chicago
Detroit

New York
Atlanta

St. Louis
Kansas City

Does Your Training for Democracy Program Really Get the Boys?

By HERBERT HUNGERFORD, Editor of The Boys' Magazine

THIS QUESTION, doubtless, has arisen in the minds of those who have been following this series of advertising chats in which I have been explaining some of the points about our Training-for-Democracy policy and program. It is a vital question—the acid test of whether our democratic editorial policy is sound and successful.

Fortunately, I am able to offer a few facts and figures which will answer the question. It has been only a few months since we took up this Training-for-Democracy program seriously and vigorously. Previously we had been sort of playing with the idea.

When we started making training boys for democracy the backbone of our editorial program we were selling on the newsstands just a few thousand copies. For the past three months, that reports have been received on newsstand sales, the amount of news company checks has been nearly doubled each month. The news company order now is over a hundred thousand copies a month and the returns have been steadily decreasing. For instance, when the order was for sixty thousand the actual sales ran to fifty thousand copies.

During these months our subscription campaigns have been equally successful. The magazine is selling as it never has sold before during its history.

The responsiveness of readers has never been so great as at present. For instance, our editorial department alone receives from

five hundred to over a thousand letters a week, whereas before our democratic policy was instituted our weekly average would be considerably less than a hundred letters.

Our steadily and rapidly increasing newsstand sales surely prove the effectiveness of our democratic editorial policy. A fellow might go to a newsstand and buy the magazine once simply out of curiosity; but when sales are increasing month after month, almost doubling, it means that our fellows are coming back for more. In newsstand sales there are no extraneous induce-

ments offered. The magazine must sell itself strictly upon its own merits. Dealers have too many magazines to handle to force sales for any one. All dealers can do is to keep all good magazines in stock and give good display to those that prove to be real sellers.

If anyone wants further proof that our democratic policy and program appeals to the average boy, really grips him and makes him a booster, write to me. I can tell you about thousands of boys who are enrolling from all over the globe in our booster organization. We have sort of a booster fraternity among our readers, conducted upon a democratic basis, which we call The Squarefellows' Republic. So drop me a line and I will give you plenty of proof that our democratic policy really does get the boys.

Address Herbert Hungerford, Editor of *The Boys' Magazine*, 23 East 26th St., New York City.

The Boys' Magazine



THE BOYS' JOURNAL
OF DEMOCRACY

Eastern Advertising
Office:

HERON R. LYLE,
Advt. Mgr.,
23 East 26th St.,
New York City.

The Boys' Magazine

Publishing Office: SMETHPORT, PENNSYLVANIA

Western Advertising
Office:

COLE & FREER,
Mgys.,
Peoples Gas Bldg.,
Chicago.

petition exists. Few people indeed attempt to "take in all the shows." There is the matter of selection—the selling of the goods. The theatrical manager likes to say—and feel—that in his business, word-of-mouth advertising is the deciding factor. Despite this, he himself knows that really worthy plays have gone down to defeat, because the public was never fully acquainted with their merits. There is no salesmanship in the half-inch cards of the amusement column. They scarcely ever even attempt it. Adopting some critic's catchphrase of praise is not advertising. Slipping in a cut of a star or an eccentric theme from the play, is certainly not the limit of selling the goods.

The method of handling theatre advertising is primitively simple. It has been so for the past thirty years. Each producing firm has its chief press agent, a man who is supposed to stand in with all the newspapers. Daily mimeographed items are sent to theatrical department heads, with the hope that they will be inserted free of cost—as news and as courtesy. But the old-time press agent threw a monkey wrench in the carburetor when he began manufacturing sensational items out of whole cloth. Even now, the practice is looked upon with suspicion and newspapers eye these daily visitors with distrust.

There is absolutely no good and sufficient reason why theatrical advertisements must appear in any set place or in any set size. People have grown to turn over to the dramatic page for the list. The carrying of the conventional card there, giving hour of starting, theatre, etc., is well enough. But the public would see an advertisement anywhere else in the paper.

Those who are studying the situation maintain that theatrical advertisements, of the display type, placed elsewhere, would tend to educate an entirely new market. A public that perhaps does not go to the theatre so much as it should and which fails

to read the regular dramatic news and theatre column, would stumble on these sales messages by accident, as it were. In short, *more* people should be educated to attend the theatre. Reach those who are not interested enough to read down a long, jumbled list of plays. Excite their curiosity, sell them by sheer force of the attractiveness of the goods you have to offer.

From an advertising standpoint, the product is exceptionally fruitful of possibilities. Romance, drama, thrill, love, song, dance and happiness are all themes that lend themselves to successful exploitation, both in text and in illustrations.

A RARE EXAMPLE OF INITIATIVE

That producers and managers are beginning to see what can be done, is evidenced by a recent innovation adopted by the proprietors of a Princess Theatre show. Two-column display advertisements were run in all of the suburban town newspapers, on the same page with local theatrical announcements. The advertiser suggests that here is a show worth going to New York to see. Yet one seldom sees such progressive schemes attempted.

It would be different, if plays were not so meaty with advertising promise. Suggest a campaign of this kind to a professional advertising man, and his eyes glisten. He would be eager to tackle it. The things an advertising agency could do for and with a worthy play would appear to have no bounds.

Can an unworthy play be forced to success via advertising? No more than can an unworthy product long exist. But the mortality among good plays is disastrously large. Time after time, some daring and courageous producer, after a discouraging start, adverse criticism and empty houses, has believed enough in his product to fly in the face of apparent defeat and fight it out—with advertising. Strange, they finally swing around to advertising as a last resort. They splurge—go into larger

space and tell something about the play. And the records show that their personal views have been vindicated. There are exceptions to this rule. The exceptions were poor plays.

Stop and analyze the earlier stages of producing a play.

Its chances of success are less than a new article of merchandise, for the latter has its distribution attended to in advance and many active forces are set to work to move it from shelves. The play starts "cold." A first-night audience will applaud anything. For one brief morning, all papers contain criticisms. They may be bluntly unfavorable or shrewdly non-committal. Then follow days and nights of slow building. Jim sees the play and advises Bill to go. Bill tells someone else, and, all the while, a slender little wisp of name and theatre and catchphrase appears in the theatrical department.

Is this quite fair to the article sold? Isn't it the slow way, the gambling way, the hit-and-miss way? If the play is worth producing at all, is it not worth proper exploitation? Is a two- or three-inch card in a daily newspaper a modern method of merchandising valuable property?

Since the inception of the movie form of entertainment, its backers and producers have thought so well of their own goods that they are not afraid to push them with the public. Griffith takes pages to tell just why one of his features is worthy of continued popular patronage. He treats a feature picture as a manufacturer would treat his leading line. He goes into detail concerning it, he spreads out the virtues, one by one, and analyzes them. He dissects the canned drama, character for character and scene for scene, exactly as an auto manufacturer would list sales points of his car.

Unexpected circumstances often flare up and force an advertising campaign of more imposing and pretentious proportions than is the regular custom, and their success would seem to point a moral to the old, seasoned managers.

Occasionally, some well-known producer—Wm. Brady, for instance, or an author with financial backing—defies the critics and the death watch of those frightful first nights and determines to see it through at whatever cost, that his judgment may be vindicated. Thus there are sporadic attempts at advertising of the unusual sort and more than one play, upon which crape has been hung has raised from the slough of despond, to spend two or three seasons in New York, Chicago and Philadelphia.

The Sunday editions of newspapers are more heavily patronized by play producers, and there are flashes of ability in the set-up, text and illustrations, but on Monday the interest flickers and goes out again.

The stage has been neglected in an advertising way. When will some theatrical Lochinvar come out of the West—the breeding place of the more progressive, younger producers, and show what can be done?

Changes in Organization of T. L. Smith Co.

E. R. Marker, sales manager of the T. L. Smith Company, Milwaukee, manufacturer of concrete mixers and construction equipment, has been appointed eastern district sales manager, and will be located in New York.

The sales and advertising departments of the company have been moved to Chicago. R. E. S. Geare, formerly Chicago district manager, has been made general sales manager. H. P. Sigwalt remains as advertising manager, moving his office to Chicago. Roy E. Hanson, formerly a member of Patton Paint Company, Milwaukee, has been made director of trade-paper publicity. Guy G. Wooley, formerly of the Illinois State Highway Commission, Springfield, has been made Chicago district sales manager.

C. A. Benjamin, Sales Manager, Argonne Motor Co.

C. A. Benjamin, who was for a number of years sales manager of the H. H. Franklin Manufacturing Company, Syracuse, N. Y., and who was at one time general manager of the automobile department of the American Locomotive Company, New York, has been made sales manager of the Argonne Motor Car Company, Jersey City, N. J.

Boys as Salesmen



MORE advertisers are appreciating the advertising value of the boy as a real selling factor in the home. Many times you reach the parents through the boy after your direct message has repeatedly gone by unheeded.

LET ONE BOY wear a suit with a belt or get a bicycle. Immediately every youngster in the neighborhood starts an aggressive Bicycle-and-Belt selling campaign in his own home that nine times out of ten gets the desired result. So the equipment of *one* boy becomes the standard equipment for his "gang."

WHY IS THE BOYS' WORLD for 1920 carrying a much larger quota of bicycle and accessories, rifle, and similar appropriate advertising than ever before (and 1919 doubled 1918)? Because more advertisers are coming to understand that our 400,000 weekly readers (average age 14 years) of THE BOYS' WORLD—their salesmen in 400,000 desirable homes—*represent almost half of all the available circulation in the boy-field, with results in proportion.*

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

How the Money of Europe Lost Its Purchasing Power

The Story of the Most Gigantic Inflation of History

By Robert L. Duffus

THE war lasted long enough to upset most popular notions of solvency. By all estimates Europe should have been bankrupt within six months of the day the fighting started. But bankruptcy turned out not to be the simple mathematical limit supposed, and, though the nations may have been bankrupt early in 1915 by the old standards, they succeeded in staving off a recognition of this fact until increased production had caught up, or nearly caught up, with the increased expenditures.

In the world as a whole bankruptcy was in fact impossible, for the simple reason that the present can only use the goods it has; it cannot borrow from the future. Every war debt is also a war credit, and the war debts on the one hand and war credits on the other, taken together, exactly cancel. They do not in any direct way limit the productiveness or diminish the wealth of the world. They merely fix the routes of distribution for a part of the world's products. It is only in their indirect effects, as when they reduce the incentive to labor by reducing the rewards of labor in a given class or a given country, that they actually restrict production.

Something of this sort is happening at the present time. To the disorganization of industry, the destruction of material, the loss of men, the interruption of the habit of steady work, all of which can be ascribed to the war, is added a confusion of currencies which hinders the free exchange of goods across national boundaries and which makes the rewards of labor or enterprise extremely uncertain.

Reprinted by permission from *The Globe and Commercial Advertiser*, New York.

This condition is indicated in, though it cannot be considered as caused by, such factors as national debts, bank deposits and reserves, and exchange rates. Thus the decline in English pounds is not an isolated phenomenon, but reflects the further fact that that fraction of the material wealth of England which a pound represents has diminished. If the circulation of money in England had been two pounds and was increased to four pounds without a corresponding increase in the wealth of the country, each pound would be worth only half as much as before.

This has actually taken place, for though the decrease in the value of the pound, measured in dollars, is still less than one-half, its actual decrease, measured by the dollar of 1913, is much more than one-half. The pound of today would buy between \$1.75 and \$2 of the American money of 1913.

FIFTEEN-FOLD INFLATION

Louis Gottlieb, a statistician for the public service commission of the first district, has recently published tables, which the Bankers' Trust Company reprints, showing the financial standing of the lately belligerent nations toward the end of 1919. He finds that their total note circulation increased during the war from \$4,998,000,000 to \$77,954,000,000, or more than fifteen-fold.

"The increase in the note circulation of the larger countries," he states, "may roughly be put as follows: Russia, forty-six-fold; Austria-Hungary, twenty-one-fold; Germany, eighteen-fold; Great Britain, nine-fold; France and Italy, each five-fold; United States, four-fold, and Japan, three-fold. Between July 1, 1914, and Oct. 1, 1919, the note circulation

TYPOGRAPHY, DESIGN & ILLUSTRATION

must be handled together, and not separately, if the best results are to follow. We handle them that way. The entire advertisement is visualized before any part of it is begun. It is shown in sketch or layout as *a whole*, the parts in harmonious relation. Mr. Everett R. Currier is in charge of our typography and his designs are worked out in collaboration with such eminent illustrators and designers as C. Allan Gilbert, McClelland Barclay, Andrew Loomis, Harry L. Timmins, Arthur Henderson, Frank Snapp, Will Foster, R. F. James and Maurice Logan.



CHARLES EVERETT JOHNSON
COMPANY

Advertising Art Service
State-Lake Building · Chicago

Auto Show Advertising Reflects Northwest's Prosperity

A CLEAR LEAD OF 14 PAGES more automotive advertising in this newspaper on the opening Sunday of Show Week than was published by its nearest competitor establishes the value placed by the automotive industry on the advertising power of THE MINNEAPOLIS JOURNAL.

These figures tell the story of the JOURNAL'S Victory:

Journal Automotive Show Issue	144,900 lines
Second Paper's Show Issue	115,192 lines

Journal's lead 29,708 lines

Sound business reasons underlie this expression of confidence in the advertising worth of The Journal. The Minneapolis market bought \$440,000,000 worth of automotive products in '1919. Dealers and makers deliberately chose The Journal to carry their major message to this half-billion buying power.

Preceding the Show, THE MINNEAPOLIS JOURNAL submitted to the automotive industry a charted survey of its advertising

record along certain lines in the last seven years. The Journal's growth and leadership were plotted in the curves of advertising designed to appeal to women's interests, jobbers' and manufacturers' advertising, department store, men's furnishings, and shoe retailers' advertising—and to crown all, the substantial preference expressed for The Journal by the automotive industry itself in 1919.

These facts took hold. No claims—much less claims easily refuted—could obscure this record. Recognition was mandatory.

Other advertisers, looking out over the rich territory tributary to Minneapolis, see the same clear indexes to THE MINNEAPOLIS JOURNAL's dominance. They must be impressed by the same facts, and come to the same conclusion: "Here is a newspaper of influence in its field." The more thorough their investigation of that influence, the more they will find to command their respect in the editorial, news and advertising standards which for 42 years have made THE MINNEAPOLIS JOURNAL an established power in the prosperous life of The American Northwest.

The Minneapolis Journal

Since 1878—An American Newspaper

The Wichita Eagle



Facts About Wichita

Acclimated Agriculture

There is a new system of agriculture in the Southwest that is showing up in cash returns.

Acclimated crops: alfalfa, kafir, sudan grass, Kan-red wheat and sweet clover—crops unknown to the rest of Agricultural America—along with methods that fit the climate of the Southwest, are bringing millions to this section of the country.

Compare the record of farm productions made last year in the territory covered by the Wichita Eagle with other portions of the country, and you will realize how important it is that you get your goods established in this growing market.

Kansas 109% of normal.

Oklahoma 136% of normal.

Texas 127% of normal.

Average of other principal farming states 81% of normal.

The Wichita Eagle has a larger circulation in the territory where this new system of agriculture is being developed, than any other daily paper.

THE WICHITA EAGLE Wichita, Kansas

Daily—City 16,743 Total 55,220

Sunday—City 17,791 Total 61,387

Special Representative
S. C. BECKWITH SPECIAL AGENCY
New York Detroit Chicago
St. Louis Kansas City



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of the United States increased from \$6.70 to \$33.03 per capita; that of Great Britain from \$4.84 to \$50.60 per capita; that of France from \$32.49 to \$178.89 per capita; that of Italy from \$14.11 to \$80.73 per capita; that of Japan from \$2.81 to \$9.78 per capita; that of Russia from \$4.62 to \$218.25 per capita; that of Belgium from \$24.29 to \$118.41 per capita, and that of Greece from \$9.29 to \$52.12."

A note, in the simplest of terms, is an obligation to pay. All the legal notes of a country may be said to constitute a mortgage against all the wealth of the country. To put it in another way they may be said to be a method of writing down the wealth of the country. If all these outstanding notes were presented and honored at once the real value of each dollar would be represented by the sum of the total wealth expressed in dollars, divided by the total number of dollars. Assuming that the wealth of each country is exactly what it was in 1914 (in most cases it is considerably less), the value of the unit of currency, which may be conveniently called a dollar, would be just as much less as the number of dollars is greater.

Theoretically, there is no escape from this conclusion. The decline in the buying power of the dollar, pound, franc, lira, and so on, is restrained by habit and custom, and by the expectation, founded on previous experience, that all paper money will ultimately be redeemed in gold. The emergency paper money, that is to say, constitutes a claim, not only against present wealth, but against wealth not yet created. It is this that holds it above its apparent value.

The probability of repayment is indicated by the relation between gold reserves and outstanding notes. In June, 1915, according to Mr. Gottlieb, this ratio in Great Britain was 61.3; last November it was 9.1. That is, for every dollar in gold there are ten dollars in paper. The ratio of reserve to liabilities in the Bank of England was in December, 1914, 33 $\frac{1}{3}$

per cent; last November it was 16 $\frac{3}{4}$ per cent.

The reserves of the Bank of France have dropped from 57.75 to 14.53; the banking reserve of Italy has dropped from 62.2 to 8.6 per cent; the reserves of the Imperial Bank of Germany have dropped from 42.68 to 2.59 per cent; those of the Austro-Hungarian bank, in October, 1919, had declined from 60.24 to 0.59 per cent. Japan has been less affected, the reserve of the Bank of Japan declining only from 45.63 to 32.14 per cent. The reserves of the Federal Reserve System of the United States at the end of 1914 were 98.5 per cent; on December 5, 1919, they had fallen to 46.4.

England at the time of the Napoleonic wars and the United States after the Civil War were temporarily off the gold standard. All Europe is now in the same position, with apparently a smaller chance of soon getting back. To put the statement in another form, the ratio between gold and the outstanding notes has so enormously increased that gold, temporarily and perhaps permanently, has lost its usefulness as a medium of exchange. That is to say, Europe's debt may never be paid in gold.

If this is true, what we shall witness abroad is the automatic confiscation of a great part of all claims to wealth which have been expressed in monetary terms, including the debts of the Allied governments to their peoples and to each other; and including, too, the debt of England and her allies to the United States.

Agency Appoints Service Manager

Arthur G. McKnight, who was in charge of the advertising campaign of the National Tank Corps during the war, and since then has been advertising manager of the Baltimore Hotel, Kansas City, Mo., has been made service manager of the F. A. Gray Advertising Company, Kansas City, Mo.

The Gray agency has secured the account of the Severin Motor Company, Kansas City, manufacturer of automobiles. Daily papers, farm and trade papers and posters will be used in a campaign to cover the Central West.

Keeping Up With The Times

A FACT A WEEK

Remember when you used to pick blueberries?

Remember how at first you picked a few berries from one bush and then moved to another, and so on through the morning?

Remember how finally you learned, by experience, or by the advice of some older boy, that you would fill the pail faster if you thoroughly finished one bush before you moved to the next?

When you come to the advertising blueberry bush in Washington, pick it clean.

It's a two-paper town, and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

Unfair Fixing of "Fair" Prices

All power to the elbows of the five Topeka grocers who got an injunction against their county price board because the latter body threatened to put into effect a fair price list of 103 articles, of which 86 were priced below cost. The case confirms an opinion I have repeatedly given, viz.: that *nobody* had any right to order a merchant to sell his goods without a profit, and any court, if appealed to, would say so instantly.

A Kansas contemporary reports an almost incredible incident in connection with this case. The "fair price" fixed on eggs by the County Board was 50 cents retail. This was for fresh nearby eggs, which were then selling at 60 cents wholesale. When the Price Board's attention was called to that, they said it made no difference; they "had a theory to work out about eggs," and the retailer would have to do as they said! But the retailer did not have to, for the court stepped in and tied the hands of this aggregation of ignoramuses. Before they can put their "fair price list" into effect, they will now have to prove to the court that the figures set allow a merchant his full expense and a fair profit. Naturally, in the case of eggs they can't do that, because it isn't true, and in the case of 85 more articles out of the 103 they can't do it.

This whole price-fixing business is tantamount to allowing a consumer to walk into a store and fix the price which he thinks he would like to pay for an article, the merchant being compelled to sell at that figure.—*The Modern Merchant and Grocery World*.

Troland Cleare, Advertising Manager, Field & Flint Co.

Troland Cleare has been appointed advertising and sales manager of the Field & Flint Company, shoe manufacturer, Brockton, Mass. For the past two years he has been advertising manager of the Washington, D. C. *Times*. He became active in newspaper advertising work in the copy department of the Philadelphia *Times* some years ago.

That Intelligent "Elsewhere"

Customer—Thank you so much. I like the looks of your stuff, and now I must go and buy what I want somewhere else.

Salesman—But why?

Customer—Your advertisement distinctly says: "See our goods before buying elsewhere."—"Retail Public Ledger."

A. H. Story in Automobile Advertising

Arthur H. Story, who has been engaged in newspaper advertising work, was recently made advertising manager of the Keystone Automobile Sales Corporation, Philadelphia.

CRITCHFIELD & COMPANY ELECT NEW OFFICERS

OWING to the recent deaths of Mr. B. W. Barton, Vice President and General Manager, and Mr. W. M. Smith, Secretary of Critchfield & Company, the Board of Directors wish to announce the election of the following officers:

MR. H. K. BOICE
President

MR. C. H. PORTER
Chairman of the Board of Directors

MR. W. A. PRITCHARD
Vice President

MR. P. W. FOWLER
Vice President and Secretary

MR. M. B. HART
Treasurer

MR. J. R. WOLTZ
Vice President in Charge of Sales

MR. H. M. ALEXANDER
Vice President in Charge of Merchandising

MR. SCOTT S. SMITH
Vice President in Charge of Minneapolis Office

Critchfield & COMPANY

CHICAGO : NEW YORK : DETROIT : MINNEAPOLIS

Government Advertises to Change Nation's Flour Consumption Habits

The United States Grain Corporation Engages in Educational Campaign to Teach the Consumer to Shift Demand from Hard to Soft Wheat

LAST fall the United States Grain Corporation found an anomalous and unreasonable situation prevailing in the nation's consumption of flour. Despite a great wheat crop and an unusually large production of flour, it found the people of the country paying constantly rising prices for a certain grade of flour and neglecting an equally valuable grade. The consumption was almost altogether in flour made from spring-sown hard wheat, to the detriment of flour made from soft, red winter wheat, and this despite a shrinkage in the crop yield of spring-sown hard wheat by 150,000,000 bushels and a corresponding increase in the yield of winter wheat.

The consumer was, therefore, disregarding the laws of thrift by unwise spending. But the consumer was not altogether to blame. The fault lay partly with marketing conditions and partly with ignorance or misconception of the nutritive value of one color of flour as against another. Nor was the retailer to blame for stocking the extremely white brands of flour. He was naturally inclined to sell what there was the greatest call for.

For this situation, though the Government did not directly say so, certain milling companies and flour salesmen were particularly to blame. They had sold the country on the belief that the only good flour was made from hard winter wheat. They had also sold the baker on the fact that the "strong," or hard winter wheat, makes flour that furnishes the most loaves per barrel. At the same time, a mysterious propaganda, inspired by unknown persons, was spread to the effect that a flour shortage was impending, and hence there is reason to be-

lieve that considerable flour hoarding ensued.

To bring about a readjustment of this situation, and to promote the habit of wise spending among the people, the grain corporation resolved to make flour manufactured from the cheaper soft wheat available to the consumer in small packages at moderate prices. There was offered to the retail trade, particularly in the large cities, under the brand of the United States Grain Corporation, a standard pure wheat straight flour in 24½- and 12¾-pound packages. The retail price report of the Bureau of Labor had reported that for twenty months the average price of 12¾ pounds of flour, equal to one-sixteenth barrel, had been 81 cents to 89 cents. The Grain Corporation made possible the retail price for the same quantity at 75 cents.

It was announced at the time that the flour trade should understand that this campaign was not designed to discredit their regular business or the brands which they ordinarily handled. They were assured that it was simply part of a general campaign on the part of the Government to reduce the high cost of living and to encourage thrift. It was also announced that it was no part of the Grain Corporation's plan to dictate to the consumer what sort of flour he should buy, but to provide an opportunity to purchase more less costly goods if desired.

According to the statement of Julius H. Barnes, United States Wheat Director, "the extraordinary willingness of a section of our people to disregard prices in their purchases has forced a premium on certain qualities entirely out of line with the ordinary

(Continued on page 141)

MAY
1900

THE VOICE OF
THE THEATRE
FOR A SCORE OF YEARS

MAY
1920

The Theatre Magazine

Will Publish a Wonderful Issue for Its 20th Birthday, May, 1920

This issue will be an event no less important in the history of magazine publication than in the history of the theatre!

HERE are a few of the bright dramatic and literary lights that will shine in this May issue: Julia Marlowe, E. H. Sothorn, Blanche Bates, Mrs. Fiske, Channing Pollock, Roi Cooper Megrue, Avery Hopwood, Rupert Hughes, David Belasco, Daniel Frohman, Louis De Foe, R. H. Burnside, James L. Ford, Augustus Thomas, Ned Wayburn, J. Hartley Manners and many others.

And then there will be pages and pages of pictures in color and duotone, making a valuable illustrated story of the stage for twenty years!

Moreover, it will be an assemblage of advertisers of leading products. To be among them is to class your product with those that lead. Begin your campaign now, but whatever you do,

BE REPRESENTED IN THIS BIRTHDAY ISSUE!

The Last Forms close April 1st

Western Representatives
Godso and Banghart

Pacific Coast Representative
E. Andrew Barrymore

New England Representative
Charles K. Gordon

The Theatre Magazine
6 East 39th St., New York

Your Clients and the Jew

A Gold Mine in Your

The Greater New York Field

Would your clients be interested to know—
that the Jewish Markets in Greater New York
controlled by the Jewish press represent an annual
expenditure of nearly \$400,000,000?

—that a detailed analysis of these expenditures
covering the important items of Food, Clothing,
Household Supplies, Drugs, Confectionery,
Musical Instruments, Luxuries and all other im-
portant items has now been authoritatively com-
piled?

—that the consumer's choice in various commodi-
ties has been thoroughly canvassed throughout the
entire field?

—that the dealers and wholesalers in this field
prefer to deal in advertised commodities and have
given even greater co-operation in aiding sales
and distribution than can be procured outside this
Market?

—that the Merchandising Department of the
World's Leading Jewish Daily has conducted the
Investigation referred to and has consolidated the
various distributing interests within such Market,
so that any Advertising Agent and Manufacturer
can now establish his products in this rich field
with a minimum of effort and expense?

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the Jewish Daily Forward

in Your Back Yard

The National Field

And that the analysis of the National Jewish Markets offers facts which show—

how the Jewish population of America is distributed—

—the enormous purchasing power of this population

—the selections of this population in nationally advertised commodities

—the intensive manner in which the World's Largest Jewish Daily blankets these rich and valuable markets

—and, most important of all, how the Merchandising Department of the World's Largest Jewish Daily is prepared to co-operate in capitalizing the purchasing power of these markets for any particular product.

The Circulation of the JEWISH DAILY FORWARD

Eastern edition	133,490
Western edition	30,750

Total new paid (A.B.C. circulation) 164,240

ADVERTISING RATES UPON APPLICATION
Address Manager Merchandising Department

JEWISH DAILY FORWARD

"World's Largest Jewish Daily"

"Jewish in WORD—American in THOUGHT"

New York City, N. Y.
Forward Building

Chicago, Ill.
1128 Blue Island Avenue



ALBERT M. ROSS

Formerly Art Director of the
J. WALTER THOMPSON COMPANY,
has joined this organization as its
General Manager.

The brilliant creative work which
Mr. Ross did during the nine
years he was connected with the
J. WALTER THOMPSON COMPANY
is too widely known to be more
than mentioned here.

Mr. Ross' great experience and
ability are now at the service of our
clients—whether it is to supervise
the execution of your own plans or
to originate a complete campaign
from the merchandising idea to
finished art work, including layouts
and typography.

The
G R A U M A N
Studios

17 North State Street, CHICAGO

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relation. The extraordinary condition is presented of the retail trade handling standard flours ranging in price from \$1.40 to \$2 on the one-eighth barrel package. In some sections, retailers, finding their customers not complaining at the continued advance in the certain qualities and brands, made no effort to provide the lower-priced flours, even though these flours were of such quality as were ordinarily sold at about the same price.

"I anticipate that the mills themselves, finding that there is a section of the people appreciating this standard quality of flour, which can be sold at lower prices, will gradually take over the supplying of the retail trade, but we are prepared to continue to supply that retail trade until there is a demonstration, either of the permanency of a consumer market, or else a clear indication that not enough of our people will practice thrift and economy to warrant the distributing trade in carrying this flour in stock."

Having arranged for the distribution of the flour, and with the aim of a balanced consumption between spring-sown hard wheat and soft, red winter wheat, the Grain Corporation then began a series of educational advertisements in the newspapers. Two-column space was purchased and under the seal of the United States Grain Corporation, bearing a starred and striped shield in a circle stamped on the breast of a flying eagle, the text of a typical advertisement read as follows:

"Government Flour Cuts Your Living Costs."

"There has just arrived in the local markets a supply of Government flour made of soft, winter wheat."

"The Government is offering this at prices that give every flour user in this locality a chance to cut down flour bills. Make the most of your opportunity by buying United States Grain Corporation Standard Pure Wheat Flour. Here is an excellent flour of straight grade used by the best bakers and grocery trade."

"You can buy this flour to-day at prices around 75 cents for 12-pound packages and \$1.50 for 24½-pound packages."

"Retailers may buy Government Flour in paper sacks in car lots at \$10.43 per barrel, or in cotton sacks at \$10.80 per barrel. (In less than car lots, paper \$11.15, cotton \$11.55.)"

"United States Grain Corporation Standard Pure Wheat Flour is on sale to-day at the following dealers:"

There follows a list of retailers and wholesalers who have the flour in stock, or have ordered it.

Another advertisement said:

"You Can Help Bring Down Flour Prices."

"The cost of most staple food-stuffs showed material reductions during the week of January 3 last, as compared to the corresponding week of 1918."

"But the cost of onions, rice, Grade B milk and Wheat Flour showed an increase."

"There is now an opportunity for every flour user to bring down the rising prices of flour."

"Buy United States Grain Corporation Standard Pure Wheat Flour or flour of similar grade at your grocer's, to-day. This flour costs much less than high patent flours, and makes delicious biscuits and pastry and good bread. It is not a substitute nor is it a 'War' or 'Victory' Flour."

The effect of the Government sales and advertising campaign was observable recently in a decline in wheat prices and a lessened demand for carlots. Hard wheat declined 20 to 40 cents in Western markets with the best offerings quoted at \$2.80. This compared with \$3.03 a week before and \$3.08 three weeks previous. From the high levels reached early in January, hard wheat declined 35 to 45 cents, and red wheat 20 to 25 cents. About the middle of January, it was announced that a quarter of a million barrels of straight flour, distributed by the Grain Corporation, had been sold to retailers, and the prospects were for a rising demand.

H. L. GROUT

Mr. Grout has been chosen a member of this organization because he practices constantly the application of high class art to advertising.

His color work possesses a convincing realism without photographic tightness of technique. Add to this a sense of color harmony and refinement in design, and it is clearly understandable how the addition of Mr. Grout to our forces strengthens our reputation for intelligent co-operation with our clients.



Louis C. Pedlar, Inc.
Counsellors in Art
95 Madison Ave., N.Y.
Telephone Madison Square 511

Farmers Consider Tomato Advertising

Indiana farmers may start an advertising campaign of their own, with the tomato as the *pièce de résistance*. A meeting of tomato growers of the state was held at Indianapolis on January 29, at which the general situation was discussed and the question of an advertising campaign considered.

Two speakers gave excellent reasons why the tomato should be advertised. They were John S. Mitchell, Indiana farmer-canner, whose term as member of the executive committee of the National Canners' Association has just expired, and Dr. Harvey W. Wiley.

S. Reid Warren Returns to Ware Bros. Co.

S. Reid Warren, recently with the Keystone Publishing Company, Philadelphia, is now with Ware Bros. Company, publishers, printers and engravers, Philadelphia. His work with that organization will cover the advertising, circulation and book departments. Mr. Warren was with the Ware company five years previous to his connection with the Keystone organization.

T. G. Morris Joins Green, Fulton, Cunningham

Thomas J. Morris, for twelve years with the Crowell Publishing Co., New York, has become associated with The Green, Fulton, Cunningham Co., advertising agency, Detroit, with headquarters in the Chicago office of that organization. During the last six years Mr. Morris was Western manager at Chicago of *Farm and Fireside* for the Crowell company.

K. S. Fenwick Joins Murray Howe Agency

Kenneth S. Fenwick, who has been manager of the Consolidated Advertising Service, Toronto, has severed his connection with that agency to become associated with Murray Howe & Co., Inc., advertising agency, New York.

Miller Rubber Sales \$26,000,000 in 1919

Sales of The Miller Rubber Company, Akron, Ohio, in 1919 were \$26,000,000, a gain of 60 per cent over 1918, in which year sales aggregated \$16,000,000. In 1917 sales totaled \$11,000,000.

Appointed General Manager of the Grauman Studios

Albert M. Ross, formerly art director of the J. Walter Thompson Company, has become general manager of The Grauman Studios, Chicago.

COPY MEN

We are adding to our organization as we find the right copy and merchandising men.

They must be men of proved ability and wide experience. Men looking for a bigger field! Men with the ambition and *capacity* to do the biggest things in advertising!

The opportunity is here.

In applying please write fully.
Replies held in confidence.

DONOVAN-ARMSTRONG

National Advertising
1211 Chestnut St.

PHILADELPHIA

Catching the Housewife's Imagination

The Virginia Dare Company Does It by Cashing in on a Popular Trade Name

By Helen A. Ballard

IF you were to ask 100 women what make of sewing machine, washing machine, vacuum cleaner, or what brand of tea or cocoa they used probably ninety-nine out of the hundred could tell you instantly. But ask 100 women what brand of flavoring extract they use and many of them will not have the remotest idea. Most of them just buy "extract" of their grocer around the corner, of the big department store, or order it from the mail-order catalogue, as the case may be.

Women have been strangely indifferent as to what brand of extract the dealer handed out to them. There are several reasons for this condition. Perhaps the principal one is that so little money is involved in the purchase of extract, and it is used in such comparatively small quantities that it didn't seem to make much difference what kind was bought. Despite this condition, however, there are at least two or three strongly established, splendid houses in this industry. They have been steadily forging their way ahead. Of course what has been needed in the business has been more vigorous campaigns to educate housewives in the importance of giving more attention to their extract purchases. Also there was needed a greater per capita consumption of extracts. This can be brought about only through showing women where and how they can use more extracts in improving their cuisine. Of late there has been considerable promotional work of this nature going on in the extract field.

A talked-about campaign of the kind is that of Garrett & Company, Inc., a concern that attained eminence with Virginia Dare wine in ye olden days when Bacchus was one of our deities

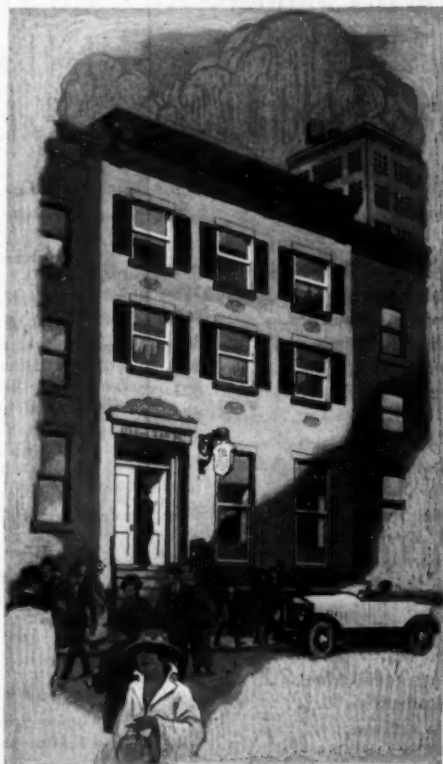
in this country. It is now campaigning energetically in behalf of its new product, which is the result of utilizing the by-product obtained by de-alcoholizing the wine and using it in the making of flavoring extracts.

When the company tried to save something out of the wreck that prohibition seemed likely to make of its business, it decided that Virginia Dare wine could, unlike Gaul, be divided into two parts, flavor and kick. That the flavor could be preserved as a beverage and that the kick could be used as a preservative. How to use the kick in a product that would utilize the popularity already obtained for the name of the historic first lady of our land was but a short problem. A wise woman suggested that almost no woman knows what brand of flavoring extract she uses.

MERCHANDISING ANGLES IN SELLING THE NEW EXTRACTS

Garrett & Company felt that this woman had hit upon the correct solution to its problem. A flavoring extract. That was the idea. The firm decided that she could be made to know its brand through advertising, and that once having learned it she would remember because the name Virginia Dare had a meaning peculiarly interesting to women of this country. It went further. It decided to put the extract into a bottle unlike any other extract bottle in shape, and to put the picture of fair Virginia Dare right up at the top of the bottle with her name conspicuously displayed beneath. And more than this, it decided to put out several different sizes—five, to be exact—so that the customer may buy much or little as she chose. It

(Continued on page 149)



*The New Home of
Gotham Studios Inc.*

111 EAST 24TH ST. NEW YORK

Martin Ullman Managing Artist

In the January
issues of

FORBES

We carried Business
as follows:

AGENCY	No. of Lines
Guenther-Law	2384
Thomas F. Logan, Inc.....	1360
Franklin P. Shumway Co....	1360
Albert Frank & Co.....	1238
Doremus & Co.....	822
Wm. H. Rankin Co.....	680
J. Walter Thompson Co....	680
George L. Dyer Co.....	680
Martin V. Kelly Co.....	680
Barton, Durstine & Osborn.	680
N. W. Ayer & Son.....	680
Johnson-Read Co.....	680
H. W. Kastor & Sons.....	680
Smith & Paris	680
Green, Fulton, Cunningham Co.	680
Medley Scovil, Inc.....	680
Blackman-Ross	224
H. K. McCann Co.....	170
The Corman Co.....	170
Howard S. Hadden.....	170
Gundlach Advertising Co...	112
Erickson Co.	88
Mallory, Mitchell & Faust..	56
Critchfield & Co.....	56
Brown Advertising Agency..	56
Boston New'st. Bureau.....	14
Direct	1020
Total	16,780

Beginning with the March issues we are compelled to add another 8-page form to take care of our advertising growth. This creates 3 additional preferred from position pages, some of which are still open. All second and third cover positions are sold solid for 1920. A few back covers are still open. Communicate with our nearest office.

Over
35,000 net paid

\$250 a page - 680 lines

FORBES

WALTER DREY
Vice-President
299 Broadway
New York, N. Y.

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LaSalle E
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BUILDING

Stone & V
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SEARS &
Western
Peoples
Chicago,

Business Capitalized at over a Billion Dollars will be Advertised in Forbes

Forbes is a vital influence in American Business Life. In 1920 these National advertisers are running, or will start soon, campaigns in Forbes.

Here are some fields in which we have interested prominent advertisers, who are now running full campaigns; many of them on a basis of 12 pages or more.

MOTOR TRUCKS, AUTOMOBILES & ACCESSORIES

Packard Motor Car Company
General Motors Truck Company
Mutual Truck
Willys-Knight
Haynes Automobile
Apperson Brothers
United States Rubber Company

INDUSTRIAL ENGINEERING

L. V. Estes, Inc.
C. E. Knoeppel & Company
Sherman Service
Industrial Relations Service

BUSINESS SUPPLIES AND EQUIPMENT

National Cash Register
Acheson Graphite Company
Benjamin Electric Company

BUSINESS EDUCATION

Alexander Hamilton Institute
LaSalle Extension University
Business Charting Institute

BUILDING CONSTRUCTION

Stone & Webster
The Aladdin Company

TRANSPORTATION

Canadian Pacific Railway
Association of Railway Executives

INSTITUTIONAL

American Telephone & Telegraph
Swift & Company

MISCELLANEOUS

C. G. Conn, Ltd.
Postal Life Insurance Company
Liggett & Myers
Willson & Company
American Woolen Company
American Eagle Fire Insurance Co.
Standard Oil Company
R. J. Reynolds Tobacco Co.

BANKING & INVESTMENT

Guaranty Trust Company
Bankers' Trust Company
National City Company
National Bank of Commerce
Kidder Peabody & Co.
A. B. Leach & Co.
Merrill, Lynch & Co.
Henry L. Doherty & Co.
J. M. Byrne & Co.
Dunham & Co.

FORBES MAGAZINE

SEARS & IRVING

Western Managers
Peoples Gas Building
Chicago, Ill.

FRANK H. BURNS

New England Mgr.
638 Little Building
Boston, Mass.

The Crowell Publishing Company

is pleased to announce
the appointment of

Mr. Lee W. Maxwell

as Vice-President and
General Business Manager;

and the appointment of

Mr. Frank Braucher

as Advertising Director
of The American Magazine
Woman's Home Companion
and Farm and Fireside

gave her a chance to get acquainted with Virginia on a slight introduction. Having met the lady they could give her larger place in their hearts and homes.

And as the Virginia Dare wine cellars afforded ample by-product for a new product in large quantity, the company decided to make a variety of flavors, ranging all the way from orange to onion, from cinnamon to celery—twenty-one in all. Each flavor bears the trade name Virginia Dare.

The product is sold on a straight merchandise plan with no premiums to the retailer or customer. And the appeal of strength and flavor is the basis of the selling talk. The economy note is also struck, the fact that the extracts are made in such a way that the flavor will neither freeze nor burn out.

Advertising space is now being used in seventeen of the trade papers, and the newspaper campaign covers the States of California, New York, New England, Illinois, Kansas, Missouri, Virginia and West Virginia. Terse, humorous advertising cards are also used on the moving picture screen.

The company has secured representation in at least two points in every State in the Union and complete distribution exists in the States in which the newspaper advertising is being carried on. A big drive started on January 5 to canvass the entire trade of the whole country—both jobbers and retailers. As fast as the distribution warrants, the advertising will open up in all of the cities and towns which have been covered. In some cities the department of co-operation of the newspapers has been most helpful in

promoting distribution, the company reports.

A whimsical note pervades much of the newspaper copy, and the attention is caught by the personified picture of the flavor which heads the space. For instance, "very splendid and important," looks the pineapple as it proclaims, "I'm a wizard! In Virginia Dare Pineapple Flavor I am incomparable to any extract you ever used. Try me and see how I'll improve your cakes,* icings, puddings and ice creams."

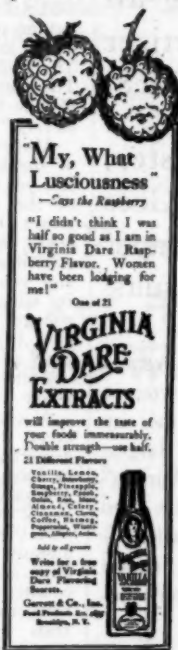
And again with blushing mien the peach says, "Me at my peachiest. In Virginia Dare Peach Double-strength Flavor I'm the real peach of nature—the peach of flavor."

Even the raspberry evidently doubts its own worth till bottled. "My, What Lusciousness," says a plump specimen, leaning close against its mate and gazing up coquettishly while it continues, "I didn't think I was half so good as I am in Virginia Dare Raspberry Flavor. Women have been longing for me."

Everywhere the flavor and strength note, and in each adver-

tisement is a picture of the bottle large enough to show the portrait of the extract's namesake, and the name, Virginia Dare, displayed in large type—as a trademark—in about the centre of the space. The three objects that one sees at a glance are the personified flavor, the brand name and the bottle in the lower right hand corner.

And the fruits carry us back to the country where they are grown. The strawberry reminds us of the days when amid leaves green it lay at our disposal. "Me with



**COPY LIKE THIS STAMPS
THE PRODUCT AS BEING
DIFFERENT**

Worcester, Mass.

Transcending all
what the advertiser
desires is RESULTS!

And, in Worcester,
"The Paper that Goes
Home" is the paper
that produces Results!

With (1) largest evening circulation; (2) only two-cent evening circulation in the city of Worcester, and (3) largest evening "City-and-Suburban" circulation, the EVENING GAZETTE'S circulation is CONCENTRATED almost wholly within Worcester's immediate trading zone.

The
"GAZETTE" is
the "paper that
Goes Home!"

Worcester Gazette

The Julius Mathews Special Agency
Boston—New York—Chicago

my smile," it says, looking so smug and complacent. "Me as you pick and eat me in the garden with all my famous luscious flavor."

One advertisement is headed by two cherubic cherries holding confidential conversation. "All there but my pit," says one, as if that didn't matter much. "Look out! The birds will peck at the bottle! They know that Virginia Dare Double-Strength Flavor is all Cherry."

Always is there the reiteration of the brand name. "Me ——— and yet better," is the declaration of the supercilious onion which wears a very abbreviated chin beard, and then clinches the argument by adding, "Better? Yes, and you don't have to peel me. In Virginia Dare Onion Flavor you get me at my onioniest. See how I improve your stew, soup, hash and other dishes."

Each advertisement lists the whole twenty-one flavors.

A cook book of flavoring secrets, classified from soups to desserts, and somewhat pretentious in form, is about to make its appearance. The advertising has paved the way for it by suggesting that the reader write for it, and already requests by the hundreds have come in from parts of the country where the advertising has been carried on. The company feels that it has succeeded in catching the housewife's imagination and that it has given her an extract with a name that she can remember. It has now, in the first stages of its campaign, a great many letters from housewives praising the product and mentioning the name sometimes two and three times in the letter.

Changes in Scripps Texas Papers

John H. Payne, formerly assistant advertising manager of the Cincinnati *Post*, and later in charge of the service department for foreign advertising, has been appointed business manager of the Houston, Tex., *Press*, one of the Scripps papers.

F. R. Colgan, for seven years business manager of the Houston *Press*, becomes business manager of the Dallas, Tex., *Dispatch*, another Scripps paper.

Note the Article on Pages
81, 82 and 84 of Printers'
Ink, issue of February 5—

"Burglar-Proofing a Market After You Have Won It"

Also refer to the two-page
spread of Scott Tissue Towels
on pages 128 and 129 in the
Saturday Evening Post of
January 31.

Manufacturers in other lines
will find it to their interest to
investigate our methods of
directing the Scott Paper Com-
pany's national advertising,
direct-mail merchandising and
salesmen's co-operation.

The Richard A. Foley Advertising Agency, Inc.
Philadelphia

Truth, Advertising and Better Merchandise

A Significant Phrase Reveals the Attitude of American Business Men Toward Advertising as a Constructive Force

By George French

"THESE products are universally advertised, and hence are much better than others sold at the same prices."

This phrase is quoted from a recent advertisement of a product that is much better than many others that are sold at the same prices, and pays the makers a much better dividend of profit. The phrase states and implies the whole advertising theory, as it is applied in building business in contrast to the mere selling of goods. That it is used as it is by an advertiser who spends many thousands of dollars each year, makes it of great significance. It states the fundamental principle of good advertising, that goods must be better than others that are not advertised if it is hoped that advertising will sell them. And it asserts, upon the authority of the manufacturer, not an advertising medium or man, that because the goods are universally advertised they must therefore be better.

There has been much said about Truth in Advertising during the past ten or twelve years, but nothing, not even the deserved conviction of the Pandolfos, has driven that shibboleth home as does this statement from an advertisement, probably not noticed by any of the propagandists of truth in advertising. The products referred to are used by technical experts, in a branch of industry where the standards are not only high but are set and enforced by men who cannot for one moment be deceived. That they do sell in great quantities, and do receive the unqualified endorsement of the best operators in the business that consumes them, is conclusive evidence that they are better than others made and sold for the same uses, and is the war-

rant for the conclusion expressed in the advertisement.

But it is the revelation of the business state of mind, toward advertising, that is revealed by this unusual statement in an advertisement, that is of the greatest present interest. This manufacturer, if his advertising manager has rightly interpreted him, has become so thoroughly possessed with the principle that quality must lie back of advertising and guarantee it, that in his mind advertising itself has become the emblem of quality. So he is moved to state the matter obversely, and assert that his products being universally advertised are hence much better. To him it seems that products are not universally advertised unless they are better. He unconsciously recognizes that it is useless to advertise inferior goods universally.

ADVERTISING ON A HIGHER PLANE

Thinking about the origin and cause of a state of mind like this, one is carried well back into the early days of advertising, when quality had little to do with advertising and when advertising was therefore not only considered but was in fact a gamble and an expedient. Letting the mind gradually travel along toward the present from that dim past, we realize that the quality idea in business, especially in business depending upon advertising, has been quietly taking possession of the minds of men who are shrewd in business and are successful salesmen of the goods they manufacture, until now it is one of the commonplaces of advertising that quality must back up all advertising.

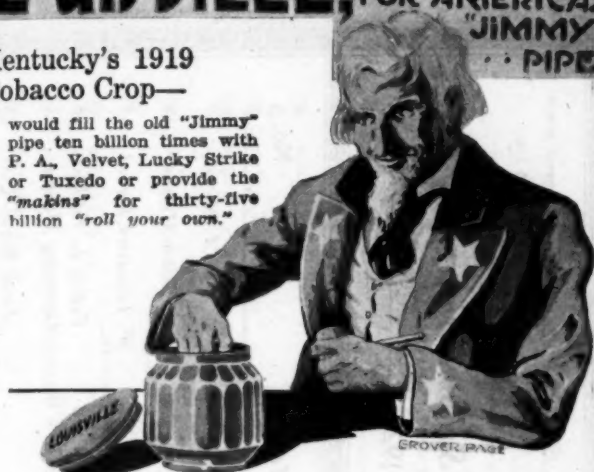
Following this line of thought, that little word "hence" used in this advertisement as it is used,

(Continued on page 157)

LOUISVILLE, THE HUMIDOR FOR AMERICANS "JIMMY" PIPE

Kentucky's 1919 Tobacco Crop—

would fill the old "Jimmy" pipe ten billion times with P. A., Velvet, Lucky Strike or Tuxedo or provide the "makins" for thirty-five billion "roll your own."



THE golden leaf stream—441,000,000 pounds—is rolling to warehouses of Kentucky and Louisville by train, truck and wagon, and another golden stream is rolling the other way, to the pockets of Kentucky tobacco growers—\$174,383,000—rich "pay dirt" deposit ready for development by national advertisers.

Kentucky leads the procession in the effort to supply the greatly increased demand throughout the world for tobacco, and her growers, never more prosperous, are raising their standard of living, already high, and demanding more and more the "good things" of life.

Effective instruments for developing this "pay dirt" are at the hand of the national advertiser—The Courier-Journal and The Louisville Times, the two papers that cover most completely and effectively the territory that is rolling in this tobacco wealth.

The Courier-Journal :: The Louisville Times

Represented Nationally by the

BECKWITH SPECIAL AGENCY

New York
Chicago

Detroit
St. Louis

Kansas City
Atlanta

Printers' Ink Monthly

A Journal of Printed Salesmanship

FEBRUARY, 1920

Vol. I

Table of Contents

No. 3

BUTLER BROTHERS SUCCEED BY TOPPLING TRADITION	G. A. Nichols	9
An aggressive advertising policy, and care in training men have built the world's largest wholesale house.		
WHAT THE OLD MASTERS KNEW ABOUT BORDERS	Collier Marshall	13
Designs perfected more than 600 years ago contain suggestions for the advertiser of to-day.		
GETTING RESULTS WITH HAND-LETTERED COPY	W. Livingston Larned	15
There are pitfalls and virtues, according to the way it is done—brevity of text is important.		
WHERE SYMBOLISM DOVETAILS INTO ADVERTISING	Eugene L. Fitchner	18
WHY WOMEN MAY SUCCEED AS ADVERTISING MANAGERS <i>By a Woman Advertising Manager</i>		21
UNCLE SAM—BOSS PRINTER	Aaron Hardy Ulm	23
He can set, print, trim and bind a 2,000-page book overnight.		
USING ART AND TYPE TO BUILD INDUSTRIAL MORALE	Roy Dickinson	24
How the employee's imagination is being turned in his business.		
A TAILOR CAPITALIZES AN ANNIVERSARY	George Kane	40
A COLLEGE SELLS ITS CENTENNIAL	G. P. Russell	45
MAKING EVERY CATALOGUE ITEM PAY ITS WAY	Willis Brindley	46
His mail-order house keeps careful check to make sure that each inch of space produces expected results.		

A TAILOR CAPTIVATES AN ANNIENAL	George Kane	40
MAKING EVERY CATALOGUE ITEM PAY ITS WAY	C. P. Russell	45
Big mail-order house keeps careful check to make sure that each inch of space produces expected results.		
USING DETACHABLE PRICE LISTS	Willis Brindley	46
ADVERTISING RECOLLECTIONS OF A QUARTER CENTURY	J. M. Campbell	48
There may be some graft in advertising, but generally it is too petty to consider.		
A PRICELESS TRADE-MARK FOUND ON THE "L"	C. F. Ohliger	57
H. J. Heins originated "57 Varieties" and became a great outdoor advertiser.		
TO INTEREST THE MIXED FEED TRADE, SEND 'EM GOLF BALLS		58
HUMANIZING THE PICTURE OF THE FACTORY	Marvin R. Murrey	63
There is a wide range of difference between the old-fashioned photograph of the plant and the modern version.		
MAKING IT EASIER FOR HOUSE MAGAZINE EDITORS	J. P. Derum	68
GETTING THE MOST OUT OF HALFTONES	Jay Baxter	83
It is possible to inject new interest by using vignettes.		
PROOF FOLDERS WIN DEALER AID	S. P. Irwin	87
The Beaver Board Companies have a simple plan to get dealer co-operation.		
ABERTHAW BOOK IS BUSINESS ROMANCE		91
Unusual treatment of a corporation's history interests tired advertising man.		

Published Monthly by ROMER PUBLISHING COMPANY, INC.

JOHN IRVING ROMER, *President*; RICHARD W. LAWRENCE, *Vice-President*; DAVID MARCUS, *Treasurer*;
RAYMOND WELCH, *Secretary*.

Executive and Editorial Offices, 185 Madison Avenue, New York City, N. Y.

Issued first of every month. Subscription price, U. S. A., \$1.00 a year; Canada, \$2.00 a year; Foreign, \$2.00 a year.
Fifteen cents a copy in U. S. A.

Advertising rates: Page, \$180 (420 lines); two-thirds page, \$130 (286 lines); one-third page, \$70 (143 lines). Space smaller than one-third page, 50 cents a line. Minimum, one inch.

Artist's

Here is an Opportunity

THERE is an unusual opportunity in our organization for a number of artists of proven ability particularly for those who can draw the figure in a modern technique and who have the advertising view point.

We can also use several modern designers.

Our clients demand high grade work and only men who can show samples of this character will be considered.

If you feel that you measure up to our requirements and are desirous of becoming associated with a well established and growing organization where there is a real opportunity for advancement we will be glad to consider your application.

Send your application and samples to the city in which you prefer to work

The

ammers

Company

ADVERTISING ARTISTS
 ENGRAVERS
 OFFSET PRINTERS

CINCINNATI
 Tribune Bldg.

DAYTON
 Advertisers Bldg.

CHICAGO
 Westminister Bldg.

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suggests that within the past very few years a great revolution in advertising has been recognized. I do not remember that I have ever noted another word in any advertisement of like significance, taken in itself as it is placed, and giving the subtle and convincing meaning to a remarkable statement as it does. Read the whole phrase again. It stood alone. It qualified nothing, nor was it qualified by anything. It was not a part of a statement; it was not a part of a paragraph. It was singular in thought as in type. It was interjected as an argument for the buying of the products, and as a guaranty of their quality.

Advertising could not be more unqualifiedly endorsed by a volume of expository laudation than it is here endorsed by the use of that little word of five letters, placed as it is in conjunction with the other sixteen words in the paragraph. This estimate of advertising sweeps away all of the sophistications that have been woven about its interpretation by persons who have not arrived at the clarity of vision exhibited by this writer of copy. It does not qualify its force. It does not yield an inch. It is not an argument; it is a statement of fact, and, as stated, of a fact that cannot be controverted and that no person will feel called upon to controvert. There is a definite finality about this statement that is as refreshing as it is convincing. It reminds one of the simple emphatic quality of the sayings of the Prophets.

I do not see why it would not be a good idea if this statement could be adopted, just as it is, by all advertisers who wish to make known their policy of manufacturing up to their advertising—made into a small logotype and universally used—that is, by all who are willing to live up to its meaning and its implications.

The best thing about this movement is that it is not an ethical matter at all. It is a merchandising motive that moves this man to state that his products are better because they are universally

Coming to Headquarters

The following letter, addressed to the American Wool and Cotton Reporter, is from the president of one of the largest and most successful cotton mills in the south. Of course, the source of the letter is confidential, but it is bona fide (incidentally, if any reader of this advertisement is interested in the matter we will give information)—here is the letter:

"I want to get the addresses of any large automobile tire manufacturers who are not now making their own tire fabrics, or tied up with contracts for same with established cotton mills. The United States Rubber Company and Goodyear would not be interested. I have the finest location in the south, all conditions considered, for a cotton mill, and would like to interest some big concern, as it would be a big proposition. Look over the list of rubber and auto people and let me know if you can suggest any strong concern who might be interested."

Of course, inquiries of this kind come to the American Wool and Cotton Reporter, which reaches the heads of the 7,000 textile mills of the United States. It is the mill president, treasurer and agent who subscribes for the Wool and Cotton Reporter—and they are the people with whom you must do business.

We not only want to carry the advertising that the Wool and Cotton Reporter deserves, and that the industry warrants, but we also want to give a personal service to assure immediate and satisfactory results.

Advertising rates upon
application

**American Wool and Cotton
Reporter**

530 Atlantic Ave.

Boston, Mass.

The Super-Shot in Advertising!

Like the Philadelphia man who expects to land in Mars, advertising requires the super rocket.

The unusual, the unexpected, most surely and most speedily touches the imagination. That is why I write my advertising from those different angles that make it stick out.

We can't all be the first passengers in rockets to Mars, but we can all of us occasionally depart from routine paths—and especially in advertising!

Among the good ideas I have thought out, are a special series for an insurance company, and an idea for a cigarette manufacturer.

Series of advertisements for advertisers, special orders filled for agencies; prompt attention to out of town work.

E. Sampson

Author of "Advertise"

Box 333

Gen'l P. O. New York City

Telephone Bryant 4910



advertised. Truth in advertising appeals to him as a selling policy, not something for the benefit of the buyers of his goods, in a primary sense. Doubtless he spends very little time worrying about the welfare of the people who buy his goods. He makes them good enough to endure universal advertising because he believes universal advertising will sell them. There is nothing of the altruistic in the business of selling. A man may be truly altruistic in his policy of disposing of the money he makes in business, but if he injects altruism into his selling methods he will not be able to reap profits wherewith to exercise his altruistic impulses. The square deal in selling, and in advertising, is a part of every good sales programme. It is adopted for the purpose of selling goods, not for the benefit of the purchaser.

This is a fact that is often blinked out of sight by people who sentimentalize about truth in advertising, etc., but it ought now to be very clearly recognized. Truth in advertising, and in selling generally, is a policy that brings a buyer back for a repeat order, and that is why it is employed by shrewd salesmen and advertisers. If, and when, it is employed honestly in advertising it automatically creates a condition that warrants advertisers in asserting that their goods are better because they are advertised; and that is the ideal condition in advertising which guarantees buyers who deal in goods that are universally advertised and at the same time assures advertisers of a good trade and stabilized profits.

That this doctrine is expressed in the naïve and conclusive fashion here set forth by an advertiser, rather than by an advertising man, medium or agency, is the truly significant thing about it. Advertising men have been for a long time trying to set up the theory that advertised goods are the best, but they have had a very hard time convincing even themselves. They did not begin their analysis at the right point, as did the advertiser quoted.

WYNKOOP HALLENBECK CRAWFORD CO.

One of the largest printing institutions, producing a wide range of diversified printing, requires three men in addition to its present office force, to adequately care for its increasing volume of business:

1. Manufacturing man. Fully experienced and competent to handle all kinds of printing, taking details from customers and salesmen, handling art work and engravings, laying out jobs, planning and following up work throughout the plant. The most competent man in New York City is desired.
2. Estimator. Thoroughly experienced, fully competent to estimate on all kinds of printing.
3. Order clerk. Young man, fully experienced in entering orders for all kinds of printing, laying out and making correct shop work tickets.

Unless you have proven successful and measure up in the fullest sense of the word to one of these positions, please do not waste your time and ours by replying.

Only applications by mail will be considered.

Write fully, giving experience, previous connections, references, age, salary and such information as you would wish to know were you in our position.

WYNKOOP HALLENBECK CRAWFORD CO.

Printers and Binders

80 Lafayette Street, New York



"Here's the One I Want!"

THE Badger Loose Leaf Catalog gets the buyer's confidence. He knows that he will get authentic data because the Badger Loose Leaf system makes it possible to keep that catalog continually correct.



Originators
— in 1899 —
of the Loose
Leaf System
of Catalog
Binding

Your catalog, if you adopt the Badger system, can be *revised* a page at a time, or a section at a time. Or it can be *issued* a section at a time—the sections being timed to reach the buyers at the *buying* period.

So much efficiency and economy in the binding of your various publications can be accomplished by the use of Badger Loose Leaf Catalog Binders that you should lose no time in becoming thoroughly familiar with the possibilities of this system. We have the experience of over twenty years to help you in solving your particular problem. Write us today.

THE HEINN COMPANY

350 Florida St., MILWAUKEE, WISCONSIN

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The Sales Letter With the Persuasive Appeal

Letters with an Emotional Twist Are Not Necessarily Sob Stuff

By E. P. Corbett

AS I have stated in previous articles, in my opinion the emotional appeal is stronger than the appeal to the reason in the sales letter. But the best sales letter appeals to both the emotions and the reason. Perhaps I can best illustrate my meaning by considering in detail the various factors that go to make up a sales letter.

We are told in the first reader (and also with various degrees of profundity by experts) that there are four parts to the letter, viz.: opening paragraph to attract attention, next paragraph to arouse interest, next paragraph or two to cause desire and the final to induce action. Now which of these should be so shaped as to appeal to the emotions, and which to appeal to reason?

Here are a few opening paragraphs:

"Three foes are costing you money every day. The centre of your business system is its weakest point." There is certainly no appeal to reason there. It is a bald assertion. Yet what man opening a letter addressed to him, and reading that opening sentence, wouldn't take notice? Who steals my purse may be stealing trash, but just the same in these days of the H. C. of L. most of us keep our eyes on the trash barrel.

"Here is a question for you to ask yourself, 'Are my ability, energy and industry bringing me all the money they should?'" When that question is held up to you to answer, you're bound to answer it in your mind, even though you may not be conscious of so doing. This paragraph appeals to both reason and emotion. It appeals to the reason because it is a question that every ambitious man is asking himself often. It appeals to the emotions because immediately Mr. Average Man

answers it in the negative. In either case he is bound to be interested.

Here is an appeal to the emotions: "When closing time comes and your clerks go home, how often do you wish that you, too, could drop your cares and go home?" Doesn't that conjure up a picture before the tired business man or storekeeper? Doesn't it make him think of all he does to earn the profits of which the Bolshevik or the rabid type of Socialist would deprive him? His mind runs back along the endless procession of days during which his clerks have taken their hats and blithely departed when the clock struck, leaving him to worry and plan and think for tomorrow.

OTHER EXAMPLES OF EMOTIONAL APPEALS

Here is an opener from a department store: "Knowing that you, as one of Brownville's leaders in correct dress, are always interested in new and exclusive styles and designs, we want to give you a cordial invitation to look over our Women's Ready-to-Wear department." What woman isn't willing to be considered a leader in correct dress, etc.? After such a subtle (?) compliment, won't she read on?

Of the same nature is this from a men's clothing store, "You are one of a selected few to whom we are giving a cordial invitation to open a charge account at the Splendor." It's nice to be of the "selected few." Immediately our heart expands and we admit to ourselves that the Splendor clothing store has excellent judgment of men.

Here is the opening of a letter for accident insurance: "Think how many times you dodge death or disaster each day." Isn't there

The Providence News in December went from one to two cents. On February 1, to save paper and to put its circulation on a solid basis, The Providence News abolished returns from newsdealers. This newspaper will not be two years old until next May, but it is already established on an enduring foundation. Publishers and advertisers all over the country want to know how it was done. Ask

Payne, Burns & Smith, Inc. (New York and Boston).

G. Logan Payne Company (Chicago and Detroit).

Or address:

JOHN A. HENNESSY, President and Editor;

JAMES C. GARRISON, Vice-President and Advertising Director.

something about that that throws a chap's thoughts back to the many times he has shaved death by making a frantic leap when the merry honk, honk sounded in the vicinity of his hip pocket? But let's take this letter in its entirety:

"DEAR SIR:

"Think how many times you dodge death or disaster each day. You cross a crowded street. Automobiles, trolley cars and motor cycles are flying in different directions. You step back hastily to avoid this danger, then run a few steps and just escape that one. Yet you think nothing of it because it is an everyday occurrence.

"But think what an instant of preoccupation would mean to you. Your mind is perhaps absorbed with some pressing business—you do not hear the warning bell or horn—and there is another sad accident, another bread-winner killed or cut down perhaps for months.

"This is not an exaggeration. You know that. It is a thing that might happen to you or to me any day. There are 3,600 accidents every hour. I am protected—are you?

"If I were struck down my family would receive \$100 per week from the Wayfarers until I was again able to work. How about you? Would your family have to pay your expenses and also live on your savings?

"I hope you will long continue to avoid accident or sickness, but is it fair to yourself or to your family to leave the matter of their provision to chance? It would be a mighty big satisfaction to you to know that if you were laid up you would still have an income of \$100 per week without touching your savings. Wouldn't it?

"This protection costs so little that it is not to be considered alongside of what it offers you. Let me tell you all about it. Just drop the enclosed postcard in the mail. This thing is too important to be put off. Do it right now."

There's a letter combining the appeal to both reason and emo-

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J. H.

Trichromatic Plates Have the "Guts"

—the stamina to stand up under the electrotyper's handling, the press' pounding, and the ink's biting without blurring their sharpness or losing their detail.

Printers like to see our plates come in on color jobs. They know Trichromatic plates are dependable.

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.

J. H. TRYON

C. A. GROTZ

The New Orleans Item
regularly receives
more money from
local display advertisers
than any other paper
published in its field *

The Foundation of Success

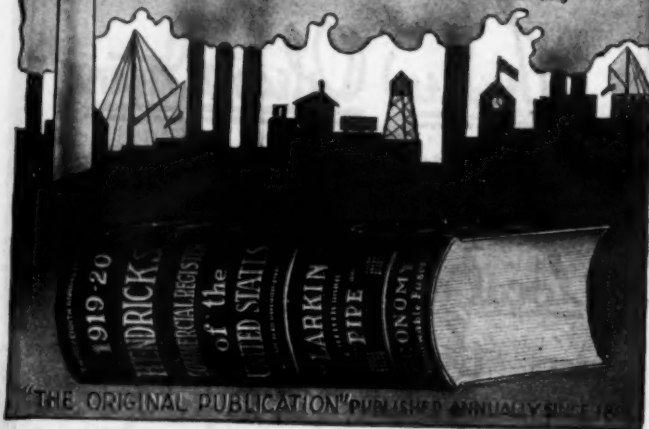
The success of your business depends upon wise buying. Wise buying means intelligent buying. The logical way to get this knowledge is to consult an authoritative source of information.

"Hendricks' Commercial Register of the United States" has for twenty-eight years been used by leading firms for this purpose. It is the acknowledged authority in the mechanical and construction fields.

Tie up your advertising and merchandising plans to this potential buying force and you will build on the right foundation.

Applicant for membership in A. B. C.

Hendricks' Commercial Register
2 West 13th Street New York City



"THE ORIGINAL PUBLICATION" PUBLISHED ANNUALLY SINCE 1891

CHICAGO, 508 So. Dearborn St. SAN FRANCISCO, Hearst Bldg.

tions. A man of intelligence knows that every time he crosses a busy street he risks his life, but generally he doesn't know he knows it until he is told. Then it strikes home because it is reasonable. Then we paint the picture of him being laid up for months and of what it would mean to his family. As a man reads that he fills in the details so that they fit his particular case.

So, after attracting his attention by the opener, and arousing his interest by the next two paragraphs, the letter excites his desire by picturing in his mind how comfortable he would feel if he *knew* his family was provided for, regardless of what happened to him. Then it tells him how inexpensive such protection is and that he can find out all about it without being under obligation to buy, and without going to any more trouble than to drop a postcard in his mail basket. Isn't there a pretty fair chance that he'll drop the card? I'll wager that there are some who will read this letter who will have a strong feeling that they should take out an accident policy. There's no charge for this advertising, is there, Mr. Editor?

THIS DRAMATIC APPEAL PRESUMABLY A STRONG PULLER

Take these extracts from another letter:

"Do you realize that the next home entered by burglars or petty thieves may be yours? Have you thought that every time you leave your house you risk the loss of your valuables? The ordinary safe or strong-box is no protection against a burglar. The common sneak thief could rifle your home of hundreds of dollars worth of your most valued jewelry, silverware and trinkets in an hour.

"Why should you face this daily and nightly risk? The Wayfarers issue a policy that protects you and every member of your family against loss. The cost is so slight that it is trivial in comparison with the protection gained. Taking this policy to-day may save

The Tri-Weekly Journal Atlanta, Ga.

On March 9th, The Atlanta Semi-Weekly Journal becomes The Tri-Weekly Journal.

The issues will be dated Tuesday, Thursday, Saturday.

All present subscribers will get The Tri-Weekly Journal in the full term of their subscription.

The advertising rate is

60c. a line A Week

All advertisements will be inserted in each issue of the week, beginning Tuesday.

Copy should be in hand Saturday. Last forms close early Monday morning.

In the farm homes of the Southeast The Journal is the trusted friend and guide of the whole family.

Advertising in The Journal Sells the Goods

23,208 LINES of Paid Display Advertising

in the February Issue of

ELECTRICAL EXPERIMENTER SCIENCE AND INVENTION

A wonderful showing—83% increase over February 1919. Advertisers are feeling the benefit of the rapidly growing circulation and the new blood added with each issue.

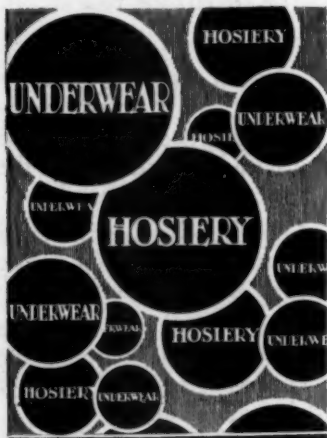
If you are one of those thinking of adding Electrical Experimenter to your list, better do it now while the rate is low.

Present Rate 70c Line

Goes to 80c a line on May 1, 1920

EXPERIMENTER PUBLISHING CO.
233 FULTON ST., NEW YORK CITY

Western Representative
J. B. VINUCCA, Hartford Building, Chicago



The
**Underwear & Hosiery
Review**

320 Bway

New York

you hundreds or thousands of dollars to-morrow."

An appeal to reason is an appeal of facts and figures. There is nothing dramatic or striking about it. When a man is sold purely by an appeal to his reason, he usually is doing a thing he doesn't want to do because his reason has convinced him that he should. In other words, the appeal to reason doesn't contain the elements that make a man want to do the thing you want him to do. Not as a usual thing.

On the other hand, an appeal to the emotions is in reality a word picture of certain conditions so shaped that the party that gets it will adapt that picture to himself. A picture is made that is flashed before his mental retina so impressively that it lodges in his memory and is pretty sure to produce results "eventually, if not now."

A great many people think that when one speaks of an appeal to the emotions it must necessarily mean sob stuff. Nothing to that. If I am selling clothes, show a man a suit, and then go on to tell him what splendid material the suit is made of, that it will wear like iron, and that at the price he will be saving money. I am appealing entirely to his reason.

But if I tell him all those things and then switch off and tell him how fine the suit looks on him, how splendidly it fits the back, how broad-shouldered it makes him look, and that it is a style much affected by progressive business men, then I shall be following up my appeal to his reason with an appeal to his desire or emotions. There is no sob stuff about this particular appeal, yet it is an emotional appeal. It plants in the mind of the prospective customer a picture of how well he would look in the suit and what a favorable impression it would help him to make upon others.

In conclusion, I would say that the opening paragraph of a sales letter, the attention getter, might be either an appeal to the reason or the emotions, preferably both



Levant Letter File Sample Book

The new Levant Letter File Sample Book is both pleasing and practical. It will fit easily into the standard file, and will always be ready for instant reference. The entire book is made of Levant paper, which simulates the leather of the same name. The resemblance is so close that it needs the sense of touch to convince the observer that the material is paper and not leather.

This Sample Book shows some of the fine effects which can be obtained by using Levant paper for catalog and business booklet covers. The folding and embossing qualities of Levant are excellent. The heavy weight Levant stock will stand the rough handling to which the average catalog is subjected and give splendid service. There are seven colors, designated as yellow, black, gray, red, coffee, blue and green.

Write for this handy sample file on your business letter head. A copy of the latest XTRA Dexter's unusual house organ will also be included.

C. H. DEXTER & SONS

Incorporated

Windsor Locks - Connecticut

Pennsylvania Farmer Carries More Motor Truck Advertising (29,403 lines in 1919) Than Any Other Farm Paper

Principally because it covers the best farm motor truck section in the country.

Farmers in Pennsylvania Own 10,251 Motor Trucks

which is more than the total registration (cities included) in about one-third of the states. A larger proportion of the farmers in New Jersey own motor trucks than in Pennsylvania.

Motor truck manufacturers who want to reach the best and quickest-buying farm motor truck field should put Pennsylvania Farmer first on their lists.

PENNSYLVANIA FARMER

261 South Third St., Philadelphia

Eastern Representative:
W. C. RICHARDSON, INC.,
381 Fourth Ave., N. Y. C.

Western Representative:
STANDARD FARM PAPERS, INC.,
Conway Bldg., Chicago, Ill.

Member of A. B. C. and Standard Farm Paper Association

Send for data sheets on motor truck advertising in farm papers now in preparation.

The Lawrence Farm Weeklies

Pennsylvania Farmer, Philadelphia, Pa.	{	All 3 \$1.45 per agate line
The Ohio Farmer, Cleveland, Ohio. . . .		
The Michigan Farmer, Detroit, Mich. . .		

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combined. The paragraph or paragraphs that are intended to arouse interest might also be of either form of appeal, or both combined. But when we come to the paragraphs that excite desire, then we should dig into the emotional copy strong.

The closer should smoothly glide along, sustaining the desire that has been created, fostering it, increasing it if possible, and adding just the touch that makes the prospect feel he should act at once.

Preferred Position Goes to Waste

GAGNIER STEREOTYPE FOUNDRY
DETROIT.

Editor of PRINTERS' INK:

Have you ever stopped to think of the space that is wasted on the covers of the packages containing safety matches?

There is printed copy on the front cover and also on the fourth or back cover, but to my mind the most important position that is not utilized is the second cover.

When the party opens up the cover to use the matches the second cover should contain the message as it is an ideal position and usually gets as much if not even more attention than the front cover because the user opens up the flap and tears off the match, striking it with the second cover in view and open for attention.

I am sure that this suggestion could be put to good use in a form of an article, as your medium reaches those interested.

GAGNIER STEREOTYPE FOUNDRY.
THE GAGNIER CORPORATION.
H. R. SCHAEFFER,
Mgr. Eastern Div.

Fixtures Need Not Be Fixtures Chicago Is Told

Chicago house and apartment renters are being advised to own their own electric fixtures that are in their living quarters by advertisements of the Commonwealth Edison Company.

The advertising argument is that fixtures need not be fixtures, that is, electric-lighting fixtures do not have to be considered as part of the building. They can be owned as furniture is, and can be moved by the tenant.

Through this "own-your-own"-fixtures campaign it is hoped to educate the public to the necessity of good lighting. The result, it is believed, will be an insistence on efficient and attractive lighting equipment, just as years ago the public insisted on modern plumbing. When the public insists on the best in fixtures the builders and landlords will provide them, the Commonwealth Edison Company reasons.

"When Seconds Count"



"Publications-out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

4433 Oaden Avenue 518 Fifth Avenue
CHICAGO NEW YORK

H. K. Boice Now President of Critchfield Agency

H. K. Boice, who joined Critchfield & Co. advertising agency as a copy writer at the Chicago office eleven years ago, has been made president of the organization. Mr. Boice has managed the Detroit, Cleveland and New York offices of the Critchfield organization. He took charge of the New York office in 1911.

The recent deaths of B. W. Barton, vice-president and general manager, and W. M. Smith, secretary, have brought several other changes in the Critchfield organization.

C. H. Porter, who was president, has been made chairman of the board of directors.

Other officers of the company are W. A. Pritchard, vice-president; P. W. Fowler, vice-president and secretary; M. B. Hart, treasurer; J. R. Woltz, vice-president in charge of sales; H. M. Alexander, vice-president in charge of merchandising; and Scott S. Smith, vice-president in charge of Minneapolis office.

New Chicago Advertising Organization

Floyd Short and Partners, Inc., has been formed to conduct a general advertising and merchandising agency in Chicago and Milwaukee. The principals in the organization are Floyd T. Short, Gridley Adams, Robert E. Fowler and Henry M. Weinstock, the latter to be Milwaukee manager.

Mr. Short was formerly vice-president and western manager of the Federal Advertising Agency, Inc., New York; Mr. Adams has been associated with the Stewart-Warner Speedometer Corporation and the Federal Agency; Mr. Fowler was formerly sales and advertising manager of the Printz Biederman Company, Cleveland; and Mr. Weinstock has been advertising and sales manager of the Cooper Underwear Company and the Everwear Hosiery Company, both of Milwaukee.

Garwick Heads Certain-teed Advertising

Walter C. Garwick, for a number of years past assistant advertising manager of the Certain-teed Products Corporation, St. Louis, has been made advertising manager. For a number of years Robert M. Nelson has been advertising manager as well as secretary and treasurer of the company, during which time Mr. Garwick has been in active charge of the advertising.

Lambert Pharmacal Co. Appoints Gardner

The Lambert Pharmacal Co., St. Louis, manufacturer of Listerine, has placed the Gardner Advertising Company, Inc., of that city, in charge of its advertising.

Intelligence in Ordering, a Credit Consideration

HERMANN & ZELEDON

SAN JOSE, COSTA RICA, Jan. 20, 1920.
Editor of PRINTERS' INK:

I have read with considerable interest the article of G. A. Nichols, "The Credit Man as a Constructive Aid to Advertising." Besides this, I have read several articles touching on the question of credits, and I note that none of them takes into consideration a feature to which we in our business (wholesale druggists) attach a great deal of importance. That is the degree of intelligence shown by the applicant for credit in making up his opening and subsequent orders. Of course, we do not rely entirely on this. We take the usual precautions as to references, former experience and personal local reputation, but the main factor that we study is the opening order. This we ask for before granting the credit, so as to estimate the amount required and to govern the extent of the credit. In our line we feel that we can tell from this whether the client will be able to make a success or not of the business. It is not customary to ask for statements; in fact, very few firms keep regular books, with the exception of the large importing houses.

In regard to accounts that are slow pay we follow the same principle of watching closely the manner of ordering and govern our future sales by them. We also help our customers when they get behind, if they have good reasons to show or if we can see where a remedy can be applied to save the situation. We find the long credits given here (six months) are the source of most of our bad debts. Customers realize their stocks rapidly in certain months of the year and find themselves with cash on hand and no immediate obligations to meet, and are thus tempted to invest in outside business. We have counteracted this to some extent by giving cash discounts for payments anticipated any time during the six months, and this has made it to the client's advantage to make use of any surplus cash.

I might add that our losses from bad debts and claims do not amount to one per cent of our sales, which we consider very satisfactory, when it is taken into consideration that a large number of our customers live in regions where it takes a month to receive their goods.

Do not know if you will consider this of interest to your readers, but, as I like to hear the opinions of others on different business questions, thought I would give you our experience on the question of credits.

ALEX. MURRAY,
Managing Partner.

L. S. Converse, who has been a member of the advertising department of the Atlanta, Ga., Constitution, is now with Evans & Dobb, real estate, Atlanta.



Posters that Live

HOKUSAI, the veteran Japanese color-print artist, said, "When I am a hundred and ten everything I do, be it but a dot or a line, will be alive" ☞ ☞

¶ The Commercial Poster Company of Cleveland has just entered a new plant dedicated to the making of posters that "will be alive."

¶ Fidelity to the original painting or drawing, sympathy with the artist's ideals, the choicest of inks and the finest of papers—these things make of our posters living realities.

¶ We will produce for you posters that verily will sing your publicity message to the multitudes in the street.

¶ The President of this Company will give your requests for estimates and suggestions his personal care.

The Commercial Poster Co.

A. R. McCandlish, *President*

6545 Carnegie Avenue
Cleveland, O.

Business Experience

How would you like to have a reliable Business Counsellor to whom you could turn when you have a knotty problem to solve?

The First National Bank in St. Louis, through the diversified business experience of its officers and directors, is in a position to perform this modern function of banking service.

This big bank is the expression of the new St. Louis spirit and bids you turn to St. Louis when you wish to broaden your banking connections.

Capital and Surplus	\$15,000,000.00
Total Deposits	\$126,000,000.00

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Florida Has an Advertising Awakening

A Bit Jealous of California, She Has at Last Placed Her Attractions on the Display Counter and in the Show Window of National Publicity

By F. W. Northrup

A MINISTER from Michigan spent a winter in Miami, Florida, some years ago, and wrote letters about his visit in the "Land of Flowers" to the editor of the weekly newspaper in his home town. Because the reverend gentleman was so well known in the community and his letters so interesting, the editor ran them on his first page. They were glowing descriptions of opal seas, waving palm trees and the warmth of perpetual sunshine—but especially emphasizing the palm trees. The letters found ready readers among Michigan merchants, farmers and professional men and particularly their wives, as they hugged their stoves while outside the thermometer did a nose dive below the zero mark.

The next year the progressive Miami board of trade made a discovery. It found an abnormally large number of tourists registering at Miami from one particular Michigan town. An investigation revealed promptly the source of all this business for this Florida city. The minister's letters had been seed falling upon fertile soil. And Miami reaped the benefits.

Unfortunately, Florida has, as a rule, heretofore relied upon just such haphazard methods of bringing its glories to the attention of the American public. Such advertising as has been done has come almost entirely from the railroads and the resort hotels owned or controlled by the transportation lines. While California towns and California industries kept the attractions of the Golden State constantly before the eyes of the traveling public. Florida, with its location relatively near to the more thickly settled sections of the United States was almost forgotten. Refugees from the

snow and ice of winter made transcontinental trips in search of warmth and sunshine, while Florida, less than half as far away, allowed its charms to go unsung and unknown.

But that was not the worst of it. Progressive California took its story even to Florida. Business men in Tampa and Jacksonville found advertisements of California firms regarding products grown right in their own back yards jumping at them from their newspapers. This was badly outdoing the fellow who first transported coal to Newcastle.

SLOW START AS AN ADVERTISER

Then it was that Florida began to awaken. It was a slow and gradual process, however. Many of the State's population are past middle age, people who were attracted to the State as a terrestrial paradise in which to spend their declining days. For most of these a definite campaign for tourist business was something of a radical nature. It suggested crowds, and they were not sure that crowds were what they wanted, no matter how desirable the dollars the crowds would spend might be. They were conservatives, and it required considerable education to bring them to a point where they would join wholeheartedly, as was necessary, in a campaign to exploit the joys Florida offered the stranger beyond its gates.

Those who believed in advertising had ample encouragement from the railroads. The handsome Flagler hotels alone were a big source of help. But the railroads and the hotels could not do everything. They had transportation and service to sell to and in the particular resorts

Wanted for Chicago Agency

An old established organization wants to get in touch with men of the following capabilities:

A real builder of national advertising campaigns—a shrewd merchandiser and wide-angle visualizer who knows the technique and details of selling and advertising. A big calibre man will find the opportunity to profitably demonstrate his ability.

A COPY WRITER who knows agricultural advertising a producer who has made his mark and still ranks as a comer.

A COPY MAN for automobile, truck and tractor publicity—national and dealer. Essentially a high grade man of known ability.

A VERSATILE COPY WRITER of good strong, reasonable copy for mail order and specialty advertising who can show a successful record.

All correspondence will be held in strict confidence—all mail opened by a principal. Please give us all the information you would like to have were you in our position.

J. L. S.

—Printers' Ink

**833 Peoples Gas Building
CHICAGO, Ill.**

where the hotels were located, but they could not reach the great mass of people who were wanted.

Gradually, Miami and others of the more progressive towns won over the conservatives. Booklets calling attention to particular sections were issued and distributed broadcast by their boards of trade. St. Augustine, St. Petersburg and other towns advertised their charms in the newspapers of other Florida communities in the hope of catching the attention of the tourist who might go a-gypsying. The booklet advertising was good, but still the State was relying upon precarious methods to attract the stranger.

This, of course, resulted in serious losses frequently. All too often people went to Florida on a chance. Someone had casually remarked that it was a land of sunshine and flowers—or the tourist had remembered something of the sort from his geography. But the visitor arrived in Jacksonville on one of those rare winter days when the sunshine was not on the job, and there was a damp wind which made overcoats feel comfortable. And, incidentally, the seeker after balmy breezes did not find violets crowding up between the cracks of the sidewalks or see orange trees blossoming about the court house.

"Sunny South? Bunk!" of course, was the comment, and the tourist, who had not been properly sold on Florida, let this first impression send him scurrying to a well-heated Pullman for a trip back north to consistent snow and ice.

But Florida seemingly did not realize all this. It allowed seekers for winter playgrounds to find it out themselves and stay if they were suited. That was all.

A greater opportunity than ever came to Florida with the outbreak of the war abroad—before we took a hand—but it still hesitated. Removal of European competition gave it a splendid chance. Things were shaping themselves for a real campaign when we entered the struggle, but these plans, of course, were abandoned when

FIGURES just made public by the Bureau of the Census show that by the year 1916 Episcopalians had invested in church property the sum of

\$164,990,150

This is \$150.98 for each man, woman and child of the Church's membership, and is far in excess of comparative figures for other denominations. The next highest is \$102.17 per member and represents the church property value of a denomination with a membership one-fourth less than that of the Episcopal Church.

The Churchman has been the leading journal in this field for 115 years. Its readers are almost without exception well-to-do.

To advertisers, The Churchman offers an economical and efficient approach to a ready market for merchandize of the better sort.

THE CHVRCHMAN

Churchman Co., Publishers

381 FOURTH AVENUE. NEW YORK

We Know a Good All-'Round Advertising Man Who Will Prove a Genuine Asset Wherever He Goes

He's a man with merchandising experience, a writer whose copy is spirited, sincere and human; and he is versed in all the technical phases of layouts, typography and engraving.

For nine years he has written, edited and criticized copy as newspaper reporter, rewrite man and feature writer; as agency copy and idea man, and copy chief, and as publicity director.

He has also directed the sales promotion departments of two large national sales organizations, and has created all manner of direct mail advertising.

Any progressive agency or manufacturing corporation seeking a man who can plan judiciously and then execute the plan, will find in this man the qualities they seek.

He is young, with the vigor of youth, being not yet thirty; and he derives actual pleasure from his work.

Only a decided change in our policy and program makes this man available to other interests. We certainly shouldn't part with him if conditions were otherwise. Our loss is someone else's gain.

Address "Corporation," Box 70, Printers' Ink.

A LARGE NEW YORK CORPORATION

the State's boys donned khaki and prepared to go to France. Florida's whole thought then was a patriotic one—how to do its full part to help the United States win the war.

COMPETITION RAMPANT

Now, with the war over, Florida is giving deep and serious thought to its problem. In the meanwhile Europe is preparing to welcome the festive tourist. The French Government is considering expending \$6,000,000 for ten hotels adjacent to the most important battlefields, and the greatest rush of sightseers in history is expected.

But there are new competitors for Florida even closer at home. Porto Rico is bidding for favor, and with attractively illustrated advertising, appearing consistently throughout the winter season, is endeavoring to woo the tourist from old trails. It has progressive steamship lines and hotels and their publicity helps. Then, there is Cuba, with its oldtime attractions supplemented by good horse racing and the absence of prohibition laws. Cuba is as "wet" as the water about it, and, with a realization of its special appeal on this account, it is said the wily Cubans plan to advertise as never before. Two big new hotels are being constructed to give additional accommodations to tourists. With a rail line to Cuba offering an interesting and unique route to the island, Florida faces the danger of seeing many who might have "stopped off" go right on through.

California, too, is still doing business at the old stand. Confident that the glories of its climate already have reached all of the people who can visit it, the enterprising business men of the western coast are seeking new ways of impressing their desire to entertain America on vacation. Striking the popular note just now, California is swatting those who would charge the tourist exorbitant prices, a policy calculated to make a deeply favorable impression upon said tourist. The Los

Graffco
TRADE MARK REG. U. S. PAT. OFF.

Index TABS



SAVE the time lost in your office by hunting for the right page. Equip your books with **GRAFFCO Index Tabs** and you will find the right page **instantly**. Durable, inexpensive, good-looking. Plain or printed. As necessary to your books as the page numbers are—much quicker when it comes to finding information.

At your dealers or direct. Ask for details.

GEORGE B. GRAFF COMPANY

294 Washington St. Boston, Mass.

Mfrs. of Time-Saving Office Devices.

W A N T E D

An Advertising Art Solicitor

by an established concern. Requirements:—Must have a thorough knowledge of the production of advertising art; some knowledge of plate making; a general acquaintance with the New York market.

Will have open field in New York City. Salary and commissions, but figures will not stand in the way of the right man.

Address T. K., Box 71, Printers' Ink

Wanted Advertising Manager

A large Chicago concern manufacturing a line of food specialties has opening for

Experienced Executive

capable of organizing and taking complete charge of Department. Our advertising media comprise newspapers, billboards and street cars, novelties, window trims, etc. This concern will spend approximately

\$1,000,000

for advertising in 1920 and will therefore only consider the very highest type man who has already made good and can prove it. Prefer man who has had sales experience. A man meeting all requirements may

Name His Own Salary

In replying please state age, nationality, and ideas regarding compensation, and give a short general survey of past experience. All replies treated confidentially.

Address "P. R.," Box 80, Care
Printers' Ink

Angeles Chamber of Commerce, for instance, has spread broadcast data prepared by its housing department, which includes the Chamber's declaration of war against the profiteer.

And what of Florida? The State of Ponce de Leon is on the defensive but fighting a good fight. The Florida Citrus Fruit Exchange has made a start. Orange grove owners along the Indian River have begun to mark their fruit and to advertise it. Pecan growers are following suit and farmers who raise early potatoes, tomatoes and cucumbers are taking their first timid steps in advertising.

Jacksonville, as noted in PRINTERS' INK recently, has decided upon a determined effort to make itself and surrounding countryside known nationally to home-seekers, investors, manufacturers and tourists.

All together, no less than twenty-five campaigns of Florida advertising were born last year. Copy issued by real estate and farm land owners is to be found in many of the magazines, and the campaign of the Natal Hay Association has attracted a deal of attention. The whole thing yet lacks, however, the cohesiveness which put California in its present day position.

Florida will achieve results nevertheless because those who are exploiting it are believers in the best kind of advertising, and good advertising never fails. Publicity men generally agree that the psychology of selling Florida to the country is little different from that of selling California. Florida's story is one of summer seas and palms—the suggestion of golf, fishing and bathing, and especially palms.

"Give me enough pictures of palm trees and I can sell Florida to the world," said a railroad man who seeks to keep the "Royal Palm Limited" crowded with tourists. And the bonifaces of Palm Beach and everywhere else in Florida where the palm tree flourishes are ready to back him up.



The Human Side of Service

More than a year has passed since the signing of the Armistice, yet all the world still feels the effects of the War. The Telephone Company is no exception.

More than 20,000 Bell Telephone employees went to war; some of them never returned. For eighteen months we were shut off from practically all supplies.

War's demands took our employees and our materials, at the same time requiring increased service.

Some districts suffered. In many places the old, high standard of service has been restored.

In every place efforts at restoration are unremitting. The loyalty of employees who have staid at their tasks and the fine spirit of new employees deserve public appreciation.

They have worked at a disadvantage but they have never faltered, for they know their importance to both the commercial and social life of the country.

These two hundred thousand workers are just as human as the rest of us. They respond to kindly, considerate treatment and are worthy of adequate remuneration. And the reward should always be in keeping with the service desired.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

Wanted

FIVE MASTER SALESMEN

SELLING NATIONAL ADVERTISING

Last year a company opened up what it considered as the one new field of advertising—a field not covered by any other medium or firm. It began by selling its proposition for this field to retailers all over the country and the results of its first year's efforts have been beyond all belief.

These retailers already sold are demanding that the national advertisers use our medium to such an extent that we are today receiving inquiries from manufacturers and their advertising agencies all over the country. This is forcing us to open up a national department to take care of the manufacturers and advertising agencies.

This department needs the services of five Master Sales Representatives to assist in the permanent building of this field, who will cover territory in and adjacent to New York, Philadelphia, Chicago, St. Louis and Atlanta.

To these men we offer the opportunity of their lives for the earning of \$15,000.00 and more each year on an exclusively commission basis. The only man now representing us in a Western territory will earn well over \$25,000.00 this year.

This is an organization built upon a solid foundation, has an excellent reputation, is without competition, and our men will have wonderful possibilities for closing immediate business. Full renewal privileges given.

Applicant must have personal acquaintanceship with national advertisers and agencies in the respective territories mentioned. Give age, full experience and definite details covering your relationship with advertisers and agencies. Personal interviews will then be arranged with our President at the above cities. All information will be considered strictly confidential until after a personal interview.

Address "Master National Salesmen," Box 81,
C/o Printers' Ink, (New York office).

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"Forward in the Car," Advertising Will Say

The New Orleans Railway and Light Company, in connection with an extensive newspaper campaign, announced a contest for the best plan to make the people move forward in the street cars. Thousands of answers were received. Fully 75 per cent of the suggestions called for the use of the rear end for ingress and the front for egress. Many suggestions if carried out would require legislation.

The prize was awarded Emile Morgenstren, who gave the following plan:

Start an advertising campaign with Commissioner of Public Charities and representative citizens at the head of it, using posters, newspaper publicity, show window appeals, motion pictures, theatres, etc., on the following line:

"To the People of New Orleans: 'We must get together and act quickly—no chance to provide more street cars, so we must economize space. Let everyone move to the front of the car as they pay their fare without being urged and it will do the work. Won't you help to facilitate and improve the betterment of your city?'"

This plan of advertising will be carried out.

Toronto Puts Over Co-operative Charity Campaign

The Community Service Campaign, a consolidation of charity efforts in Toronto, recently made a drive for funds and used a well-planned advertising campaign. Instead of many lesser appeals by the different charities, one big compelling appeal was made for the combined interests. The account was handled by Norris-Patterson Agency.

John Calvin Mellett Opens Office

John Calvin Mellett has established an advertising agency in Indianapolis. He has been engaged in publicity and advertising work for the War Department, the Treasury Department and the Democratic National Committee.

A. H. Lipman Heads Sales Department

A. H. Lipman, advertising manager of Mayer Brothers, Chicago manufacturers of boys' clothing, has been made sales manager of that concern. He will remain in charge of the advertising.

Harry Cantlon Joins Consolidated Service

Harry Cantlon, recently with the Baker Advertising Agency, Limited, Toronto, has become managing executive of the Consolidated Advertising Service, Toronto.

WANTED Advertising Salesman

We have an opening for an experienced advertising salesman whose sales records put him in the \$5,000 and upward class.

Our advertising medium has new and original selling features which have been pronounced O-K by leading advertising authorities.

Experience in selling automobile, auto accessory and kindred lines of advertising is preferable, but not absolutely essential:

Applicant must be fully qualified to take charge of branch office and assume responsibility for advertising which should originate in his territory.

He should have a wide acquaintance and experience in co-operating with advertising agencies and advertising managers, and be able to lend a helpful hand to the copy man.

To the right man we offer an unusual opportunity for a permanent connection with an income limited only by his own initiative and selling ability.

This proposition is well worth an hour of your time. State age, nationality and give record covering the past two years.

**Address Sales Manager
Box 82, Printers' Ink**

Advertising Manager

Conceded to be one of the most brilliant writers of original, forceful, business-bringing copy.

A college graduate with an intensive business training and many years' experience as advertising manager for some of America's largest concerns.

Open for immediate engagement.

ROBERT RINEHART

439 West End Ave.,
New York City.

He's an Editor--

He knows the newspaper game because he has held down successfully each job between a devil's locker and the editor's desk.

He knows New York suburbs, and the fine folks who live there.

He knows newspaper advertisers and the people who make newspaper advertising profitable.

He is now editing a hustling suburban newspaper, getting its advertising business and managing its print shop.

He is out for an opportunity that will permit him to make wider use of his long and well-rounded experience.

If the job you have in mind in New York City or nearby fits him, you can reach him by writing to

**C. F., Box 69, Care
of Printers' Ink.**

One Automobile for Every 14 Persons

There was one car for every fourteen people in the United States in the year 1919, according to registration figures. These figures revealed that there are 7,523,664 cars and trucks in the United States, a net increase of 1,434,909 over 1918.

This is the highest number, *Automotive Industries* reports, that has ever been reached and surpasses all estimates made at the beginning of the year. In view of the present demand for cars, this figure of over seven and one-half millions already in use is particularly significant.

Not only did the total number of cars reach a new mark in 1919, but the increase of 1,434,909 over 1918 is the greatest ever recorded for a single year.

This record marks the fourth consecutive year in which the number of cars in this country has increased more than a million. The average increase for the country was 23.2 per cent.

When it is considered that the increase in registration, 1,434,909, in comparison with the year's production, 1,891,929, gives only a difference of 457,020, and of this difference 84,000 cars and trucks were exported, the shrinkage of scrapped and otherwise lost cars is very small. Every year a large number of cars become superannuated and are relegated to the junk pile, but last year, owing to the shortage, everything that could run was kept and used.

How New York Advertised War-time Hospitality

Hospitality had to be "sold" to the soldiers, sailors and marines stationed near New York by advertising, reports the New York Community Service, successor to the New York War Camp Community Service.

This organization printed and distributed over 13,000,000 pieces of advertising matter in order to tell the men in service that a good time awaited them in New York.

The outdoor advertising of the organization was of much importance in bringing the hospitality message to the service men. It included painted signboards in the city and camps, and roads from camps, large display nets across the streets in downtown New York, and 200 bulletin boards, distributed at strategic points throughout the metropolitan district, on which special activities were set forth. The largest of the signboards was the huge "Welcome" sign placed on a barge anchored near the Statue of Liberty, greeting every man who came home through this port.

Vincent Ford Joins Boston Publicity Bureau

Vincent Ford, formerly of the Boston *American's* advertising department, has joined the staff of the Boston Publicity Bureau. He was recently discharged from the naval service.

Do you think you could fill this job?

*Assistant Sales Manager for a line of three
nationally advertised, staple automobile
products*

AN opening of importance has just developed in our organization—Assistant Sales Manager..

This company is located in New Jersey, near New York. It was founded in 1898, and has been a national advertiser since 1906. Business now over \$10,000,000. New plans are being made, new factories being built. According to the present rate of growth, the business should double in less than three years.

The man we want should be about 30 years of age.

He must have had outside sales experience, preferably in automobile lines.

He must be able, if necessary, to meet jobbers and dealers in connection with the more difficult problems that arise.

He must have sound business judgment rather than mere cleverness.

He must be a man who can follow through and assume responsibility, careful and conscientious by temperament and habit.

Advertising experience will be valuable.

The man we want is the kind who is planning his future carefully and who wants an opening where he can grow.
Salary to start \$2,500 to \$3,000.

If you believe you can fill the bill, write at once, sending brief personal and business history. All replies will receive prompt attention, and will be treated as strictly confidential.

Address W. O., Box 77, care of Printers' Ink.

NEW ENGLAND

A RICH AND FERTILE FIELD

86% of the people buy
from the influence of

THE HOME DAILY NEWSPAPERS

Quick Workers—Rapid Producers

Mr. Advertiser:

The travelers from the distance see the hills and mountains only, majestic but almost barren, but not the valleys with their glorious wealth of crops which feed the world. So, too, the distant advertisers see only a great city and advertise therein—not seeing the great cluster of smaller cities that would give him greater returns on his advertising investment.

The telescope brings the field nearer, but the microscope brings out the wonders.

These fifteen home dailies are

Quick Workers—Rapid Producers

SPRINGFIELD, MASS., UNION
TAUNTON, MASS. DAILY GAZETTE
WORCESTER, MASS., GAZETTE
PAWTUCKET, R. I., TIMES
BRIDGEPORT, CT. POST and STAND-
ARD-TELEGRAM
NEW HAVEN, CT., REGISTER
NEW LONDON, CT., DAY (Evening)
WATERBURY, CT., REPUBLICAN
PORTLAND, ME., EXPRESS

BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H. UNION and LEADER
FITCHBURG, MASS., SENTINEL
LOWELL, MASS. COURIER-CITIZEN
LYNN, MASS., ITEM
SALEM, MASS., NEWS
EACH OF THE NEWSPAPERS here
named is a power in its home com-
munity.

John B. Brown with Grand Forks, N. D., "American"

John B. Brown has been appointed manager of the Grand Forks, N. D., *American*. Mr. Brown was formerly with the *Wisconsin State Journal* and also the *Democrat*, of Madison, Wis. When the war started and the State Council of Defense was established he was appointed secretary, in which place he worked until the council completed its work following the close of the war. He was then named as secretary of the State Workmen's Compensation Board and held that position until he resigned to take hold of the *American*.

A. W. Fonda With Waldo Bros. and Bond Co.

Waldo Bros. and Bond Company, building materials and construction equipment, Boston, has succeeded the Harold L. Bond Company and Waldo Bros., Inc.

The house-organ "Bonds Construction Equipment," which was published by the Bond organization, will be issued under the name of "Construction Service" and will be edited by A. W. Fonda, who was at one time associated with the Franklin P. Shumway Company, and with Critchfield & Company, advertising agencies.

D. C. McMurtrie Forms Service Organization

Douglas C. McMurtrie, who conducts the Arbor Press at New York, has recently formed an advertising service organization at New York. Associated with Mr. McMurtrie in this new organization are Henry Braxton, recently head of the department of public education of the Red Cross Institute for Crippled and Disabled Men, New York, and A. Earle Higgins, who formerly conducted an advertising service organization at Worcester, Mass., under the name of H. & D. Direct Advertising.

Paul S. Perry With Worcester "Telegram"

Paul S. Perry has resigned as advertising manager of the Syracuse, N. Y., *Post-Standard* to become assistant advertising manager of the Worcester, Mass., *Telegram*. Mr. Perry was with the *Post-Standard* three years, and for a year previous was with the Cincinnati *Times-Star*.

Theodore H. Sweetser With S. A. Conover Co.

Theodore H. Sweetser, for the past three and one-half years advertising manager of the E. S. Brown Company, department store, Fall River, Mass., is now a member of the staff of the S. A. Conover Company, Boston advertising agency.

Three paragraphs that tell the story

PORTLAND MAINE

1. THE EVENING EXPRESS is a three-cent paper and its next nearest competitor is one-cent. Yet the circulation of the Express is several thousand larger than the combined circulation of both of the other Portland Dailies.

2. THE EVENING EXPRESS and SUNDAY TELEGRAM have the largest daily and Sunday circulation of any Maine papers.

3. PORTLAND is a Wholesale and Jobbing Center of far greater importance than many cities of its size. One hundred and eleven WHOLESALERS located here.

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT A Metropolitan City

always
shows a welcome to
advertisers goods.

The Post Evening Telegram Morning

Metropolitan Dailies

win
the welcome for
advertisers

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra Canadian Postage, one dollar.

Advertising rates: Page, \$40; half page, \$45 quarter page, \$22.50; one inch, minimum \$7 Classified 50 cents a line, Minimum order \$2.50

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Frank H. Williams
Helen A. Ballard Albert E. Haase

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, FEBRUARY 12, 1920

Is Advertising Discounted?

We heard the theory advanced the other day—and quite seriously, too—that an advertiser could figure that the public would discount what he said just about fifty per cent, anyway, and that he might govern his statements accordingly. If that were true, or if any approximation of it were true, advertising would be in a bad way, indeed, for the surest way to get advertising discounted one hundred per cent is to give way to palpable exaggeration.

Advertising is accepted or rejected—not discounted. It is too trivial a thing, from the stand-

point of the public, to be weighed and dissected. And on trivial matters we jump at conclusions, regularly and as a matter of habit. Whole conclusions they are, too—not half conclusions.

It is often necessary and salutary for us advertising men (yes, and for advertisers, too) to remind ourselves how utterly trivial our efforts appear in the mind of the public. The results of those efforts are very great and very important, but a mislaid collar button is about a thousand times more important to plain Bill Jones than the most perfect specimen of advertising effort on the face of the globe. The argument we sweat blood over and polished with such intensity of purpose is knocked to flinders if the baby happens to upset the cream jug at the breakfast table, or Mrs. Nextdoor passes down the street with a new hat. It is a paradox which is nothing short of amazing, when you come to think of it, that so trivial and inconsequential a thing as an advertisement should produce the results it does.

And the reason for those results lies in this very habit of jumping at conclusions that we have been talking about. An advertisement is accepted or rejected, believed or disbelieved in a lump, so to speak, and without kicking up any fuss about it. And it is a mighty fortunate thing for those of the advertising persuasion that this is a well-developed habit.

Now where does the fifty per cent discount theory land us? Right square in the mire of disbelief, and up to our humble necks. Instead of scaling down the exaggerations and overlooking the insincerities which we have added for "good measure," the dear public will subconsciously comment "Aw, rats!" and turn over the page. For we are in the position of a man who claims to be honest half of the time, and the natural inquiry is, "Which half?" To which the only practical answer is "Neither."

The Ad-Grafter Is Around

Civic pride has always been a powerful factor in American life. There are to-day certain men who are using it to pick up easy money. They are salesmen of deliberate falsehood. They are cashing in on the real desire of business men and labor to co-operate, and are stopping progress by sowing seeds of suspicion and mistrust.

Their present means of getting easy money are a chart, directory, membership souvenirs, bound copies of by-laws, or entertainment programmes, and their methods vary according to the society or organization represented.

Such a man first persuades some reputable local organization to lend its name. If it is a labor organization he dresses for the part in work-worn clothes, with a note of introduction, a soiled index finger with which to point out spaces "specially reserved" for advertisers. His sales talk is along this line:

"At the last meeting some of th' boys decided to get out this here proposition. You was mentioned as a business house we could depend on for the good of our city—and just between ourselves, there's a crowd of business men in town who are going to lose a lot of trade because we can't depend on them."

Some of the men who saw a threat in this sort of solicitation fell for it—and there are a sufficient number of them in each city to make the polite blackmailers' scheme an extremely profitable one.

If he happens to be working on a lodge programme, he dresses in a natty style, and talks better English. His main thought always has the same undercurrent, "the advertisers in this book are the ones we know are loyal to us—you have the right and the duty to advertise in order to make our enemies conspicuous by their absence."

After he has scared sufficient people into advertising, withheld his "commission," and paid what remains to the organization, he

takes a train to the next town and repeats the performance. The ill-will built up in each town by these methods, is suffered by the organization for whom he sold space, and which he pretended to represent.

Labor men state that many of these fakers are abroad in the land at the present time. The answer seems to be—if you must fall for charity advertising, call up the local office of the organization and see if the representative is authorized to secure advertising on a hold-up basis. The better way is not to mix charity and advertising.

"Printers' Ink" and the Big Executive

In the thirty-two years of its history, articles in PRINTERS' INK have been used by business executives in many uncouth ways. One of the most extraordinary uses to which they have been put came to our attention the other day.

A young man, already successfully employed as the advertising manager of a comparatively small concern, had visions of going higher. To further his ambitions, he hit on an original scheme of self-promotion. He secured the names of about fifty capitalists, bankers and other men who play big roles in business management. By careful inquiry, he found out in what direction their interests chiefly lay.

Finding this, he began to send these men clippings from PRINTERS' INK. The plan was followed out consistently, but care was taken not to forward matter to the same man too frequently. In sending the clippings, the author of the plan merely enclosed his card. Sometimes he wrote a brief note, saying, "I knew you would be interested in this."

Very often the recipient wrote a cordial letter of appreciation, expressing surprise that a disinterested stranger should be familiar with his hobby. The young man, however, made no attempt to follow up these letters. But he did continue to send clippings.

The plan had been working un-

eventfully for a couple of years, when one day this advertising manager received a letter from one of the big men of New York's financial district, inviting him to luncheon. It developed that the financier had just been appointed to the presidency of a very large company. He proffered the job of "Assistant to the President" to the young man, saying, "Any man who can anticipate my interests so skilfully as you have done, is the kind of a man I want associated with me." Needless to say, the offer was accepted.

Able Competitors

In a recent copy controversy waged in these columns, one of the contestants made the statement that the modern copy writer was under the necessity of competing with Mrs. Humphrey Ward and Ring W. Lardner for the attention of the reader. If it is competition it is worthy competition, because more and more men who write and plan copy and advertising, are getting stories into the big magazines.

In a recent issue of the *Saturday Evening Post*, for example, the leader was a story by Henry Payson Dowst, who is one of the service department at Frank Seaman, Inc. In the same issue were stories by Hugh M. Kahler, formerly of the New York office of Procter & Collier Co.; one by J. R. Sprague, owner and advertising manager of a jewelry store in San Antonio, Texas, both occasional contributors to *PRINTERS' INK*; Edward Hungerford, formerly advertising manager of Well Fargo Express Co., and Floyd Parsons, formerly with the *Coal Age*.

In addition to this remarkable showing in one number, Robert R. Updegraff, of the A. W. Erickson Co., and Ray Giles, of the Blackman-Ross Co., are regular contributors to the *Saturday Evening Post* and also to *PRINTERS' INK*.

Oscar Graeve, whose stories on agency life in the *Post* have inter-

ested both the agency field and the general public, was formerly a member of the advertising service department of the McGraw-Hill Co. Then there is James H. Collins, a regular member of the Curtis editorial staff who for many years occupied a similar position on *PRINTERS' INK*. In addition to these present and former advertising men there is also that well-known near advertising man, Gerald Stanley Lee, who has been known when properly approached to write a piece of copy, and who often plunges to the pages of the *Post* with a story about advertising. The above list is by no means a complete one; many of our readers undoubtedly know of others, and we should be glad to add them to the list of men who are proving that if their copy does have to compete with the leading fiction writers, it is worthy and able competition.

Electrical Society Promotes C. Hill Griffith

The Society for Electrical Development, Inc., New York, has promoted C. Hill Griffith to the position of director of publicity. Mr. Griffith became a member of the advertising department of the society four years ago, remaining until 1917, when he entered the army. He was recently discharged from the army with the rank of captain, and returned to the society as a member of its publicity department.

William W. Lang With Pierce's Farm Weeklies

William W. Lang has become a member of the advertising staff of Pierce's Farm Weeklies, associated with the New York office. He was formerly with Dodd, Mead & Co., New York publishers.

Carl Gazley in Promotion Work

Carl Gazley, who has been a member of the advertising department of Yawman & Erbe Manufacturing Company, Rochester, N. Y., has been made special representative in the agency dealer division of the sales department.

Henry E. Glatz Is Dead

Henry E. Glatz, manager of the Boston office of the Butterick Publishing Company, New York, died at Boston on January 18.

MYRON C. PERLEY

formerly of Perley, Bertsch & Cooper

BECOMES A DIRECTOR AND
SECRETARY OF
WM. H. RANKIN COMPANY

Effective February 2

WE have an especial pleasure
in making this announce-
ment, expressing as it does our
policy of attracting to the organi-
zation the recognized expert talent
of our profession.



WM. H. RANKIN *Company*

Associated with Chas. F. Higham, Ltd., London, England

WILLIAM H. RANKIN, President
WILBUR D. NESBIT, 1st Vice-Pres. H. A. GROTH, Treasurer
ROBT. E. RINEHART, 2nd Vice-Pres.

NEW YORK - CHICAGO - WASHINGTON
LOS ANGELES - SAN FRANCISCO

Established 1899

Wanted Advertising Manager

This Company is in need of a young, clean-cut man, experienced in the planning, writing and handling of advertising.

It offers in its personnel, product and financial responsibility an unusual opportunity for the right man to grow into this organization in a peculiarly attractive way.

The man must be of proven ability—a hard, clean worker. You have our confidence in replying and please send samples of work, which will be returned. Address "F. R.," Box 79, care of Printers' Ink.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

Printers' Ink Publishing Co.
185 Madison Ave. - - - New York

Finance, Subject of Agencies' Meeting

The New York Council of the American Association of Advertising Agencies is to have a noon luncheon meeting at the Hotel McAlpin on February 13 to which—to quote the announcement—"all the advertising interests in New York are being invited." The speakers will be Prof. Irving Fisher, of Yale University, whose subject will be "Stabilizing the Dollar," and Henry C. Emery, assistant manager of the foreign department of the Guaranty Trust Co., who will speak on "Business Conditions as Affected by Foreign Exchange."

H. J. Barrett, Advertising Manager, Brill Bros.

H. J. Barrett, who has been with Churchill-Hall, Inc., advertising agency, New York, has been made advertising manager of Brill Brothers, men's clothing, New York. Mr. Barrett at one time engaged as a syndicate news-writer, conducting a column headed "Dollars and Sense." He was also engaged in agency work before joining the Churchill-Hall agency, as head of the Barrett Advertising Agency, Los Angeles.

Appointments by "The Re- view"

Ernest Reese Levi, recently a member of the advertising department of the New York *Evening Post*, and Arthur G. Battersby, who has been advertising manager of the *Financial World*, New York, have been appointed advertising directors of *The Review*, New York.

Walter Mueller with Com- pagnie Morana

Walter Mueller, recently manager of the wholesale perfumery department of A. A. Vantine & Co., Inc., New York, has been made general manager of Compagnie Morana, New York, dealers in raw materials for perfumers and soap makers.

The Sphinx Club Frolic

The Sphinx Club, New York, "frolic" will be held on February 25.

January Advertising Summary Additions

Following are the advertising lineages for those January magazines which, due to the printers' strike, were issued too late to be included in last month's summary:

Cosmopolitan—178 columns, 25,575 lines.
Hearst's—101 columns, 17,173 lines.
St. Nicholas—27 pages, 6,247 lines.
McClure's—141 columns, 24,128 lines.

The
Britton Printing Company

Printing for Advertisers
CATALOGS • MAGAZINES

C L E V E L A N D , O H I O

The Farmer and Settler

Published Twice a Week in Sydney, N. S. W.

AUSTRALIA'S
Leading Farm Paper

Australia is primarily an agricultural country—reach the farmer and you cover a big market.

Australians have £106,662,000 at current deposit. Appeal to this enormous buying power through

"The Farmer and Settler"—the paper that brings results.

For full particulars and rates write the British and Colonial Press, Cunard Building, Chicago; 150 Nassau St., New York.

Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 18,000 Daily

Flat Commercial rates 4½ cts. per line, 63 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries over a page of want advertisements



Adart Studios

Illustration • Design
• Lettering

21 E. Erie
 Wm. H. Brown
 CHICAGO



FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

LTD.

44 Out of Every 100 People Who are Members of any Church are Catholics

According to the report of the Government Census Bureau of 1918, there are 42,044,374 members of churches in the U. S. According to the Official Catholic Directory of 1919, there are 17,549,324 Catholics in the U. S.

If you want to reach the cream of this great religious body of the Catholic Church and reach them through the publication in which they are most interested, you will advertise in *Extension Magazine*. Remember that when you reach a Catholic family you are reaching a family that has a purchasing power far beyond the purchasing power of the average family in the U. S.

Government statistics show that the average family consists of but 4.5 persons whereas actual statistics show that the Catholic family, which is the unit of *Extension Magazine's* circulation consists of 7 members of each family.

This means that the average *Extension Magazine* family wears $2\frac{1}{2}$ pairs of shoes more than the average family; buys 55% more food, 55% more clothes and builds 55% larger houses.

If you want to reach these people in the strongest possible manner advertise in

Extension Magazine

Member of the Audit Bureau of Circulations

180 N. Wabash Avenue, Chicago, Ill.

Circulation 300,000 and up monthly

Rate \$1.50 per agate line

F. W. HARVEY, Jr.
General Manager

JAMES K. BOYD
Advertising Manager

Eastern Representatives:

LEE & WILLIAMSON, 381 Fourth Avenue, New York City

FEBRUARY
VOLUME
M

(Exo

Review of
World's
Scribner's
Harper's
Atlantic
Century
Munsey's
Wide World
St. Nicholas
Bookman
Current

America
Red Book
Sunset
McClure
†Cosmos
Motion
Metropolis
Photoplay
*Hears
Boys' Life
America
Everybody
Boys'

*Jan
†Feb

VOL

Vogue
Ladies
*Pictorial
Woman
†Good
Harper
Delin
Woman
Design
McCall
People
Modern
Holla
People
Need
Mother
†Today
Green

*I
issue
†J
bine

FEBRUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR FEBRUARY(Exclusive of publishers' own
advertising)

	Standard Size Columns	Agate Lines
Review of Reviews.....	142	31,808
World's Work	141	31,723
Scribner's	110	24,668
Harper's Magazine	98	21,978
Atlantic Monthly	81	18,160
Century	78	17,472
Munsey's	36	8,091
Wide World	27	6,104
St. Nicholas	25	5,748
Bookman	20	4,584
Current Opinion	16	3,664
Flat Size		
American	397	56,914
Red Book	268	38,491
Sunset	187	26,782
McClure's	154	26,336
†Cosmopolitan	178	25,575
Motion Picture Magazine	157	22,487
Metropolitan	128	21,629
Photoplay	144	20,687
*Hearst's	101	17,173
Boys' Life	95	16,122
American Boy	76	15,393
Everybody's	107	15,330
Boys' Magazine	42	7,435

*January issue.

†February issue omitted.

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising)

Vogue (2 issues)	672	106,440
Ladies' Home Journal.....	520	104,080
*Pictorial Review	427	85,525
Woman's Home Companion.....	309	61,800
†Good Housekeeping	417	59,755
Harper's Bazaar	322	54,248
Delineator	257	51,568
Woman's Magazine	201	40,294
Designer	201	40,280
McCall's	153	30,665
People's Home Journal.....	140	27,952
Modern Priscilla	159	26,712
Holland's	113	21,623
People's Popular Monthly.....	92	17,496
Needlecraft Magazine	77	14,553
Mother's Magazine	71	12,200
†Today's Housewife	60	12,156
Green Book	67	9,584

*December, January and February
issues combined.†January and February issues com-
bined.

Nearly
everybody
worth while
reads

Cosmopolitan

New Haven, Ct. Newspaper Situation

New Haven has four daily week-day papers, one morning and three evening. The paper of largest circulation and of undoubted supremacy in all departments is the

EVENING REGISTER

Paid Circulation Over 27,500 Copies

The "Register" has a circulation exceeding its nearest competitor

12,000 Copies

and practically as large as any two other New Haven papers combined.

The City-Circulation alone of the "Register" is several thousands larger than the entire circulation of any other New Haven paper.

The "Register" is the recognized leading newspaper of New Haven.

The "Register" leads in volume of advertising carried—all kinds, from the small classified ad to the largest display copy.

in 1919

The Register carried
**12,581,978 lines of advertising,
5,510,865 lines
more than its nearest competitor**

THE REGISTER IS SUPREME IN NEW HAVEN

*The Julius Mathews Special Agency
Boston—New York—Chicago.*

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRY- ING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
Motor	698	117,348
Motor Life	526	83,261
System	411	58,892
Popular Mechanics (pages) ..	223	50,016
Country Life	248	41,800
House and Garden	242	38,277
Vanity Fair	226	35,708
Popular Science Monthly ..	225	34,266
Physical Culture	238	34,034
Electrical Experimenter ..	158	23,339
Theatre	108	18,144
House Beautiful	116	18,007
Illustrated World (pages) ..	56	15,573
Association Men	73	10,253
Field and Stream	65	9,363
National Sportsman	62	8,909
The Rotarian	15	7,000
Forest and Stream	48	6,911
Outers' Recreation	42	6,028
Outing	37	5,420
Extension Magazine	31	5,115

*Arts and Decoration

*International Studio

*Feb. issue delayed

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising)

Everywoman's World	33	26,370
MacLean's	143	25,145
Canadian Home Journal ..	114	22,810
Canadian Courier (3 Janu- ary issues)	99	18,371
Canadian Magazine (pages) .	61	13,804

VOLUME OF ADVERTISING IN JANUARY WEEKLIES

(Exclusive of publishers' own
advertising)

January 1-7		
Saturday Evening Post ..	418	71,061
Collier's	234	39,890
Literary Digest	191	29,082
Town & Country	113	19,309
Christian Herald	54	9,380
Scientific American	169	8,745
Outlook	54	7,958
Independent	52	7,548
Life	53	7,481
Youth's Companion	16	3,175
Nation	19	2,663
Judge	9	1,392
Churchman	7	1,095

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Th

THE advertising summary published in the January 8th issue of *Printers' Ink* showed that in its January issue **PHYSICAL CULTURE** carried more advertising than any publication in the standard-sized magazine class. (Review of Reviews headed this class).

Only two among the flat-sized general monthly magazines carried a greater volume of advertising. (American first; Red Book second). **PHYSICAL CULTURE** came within 105 lines of equaling Red Book's volume.

In the women's field only four monthly magazines carried more lines of advertising. (Vogue, Ladies' Home Journal, Good Housekeeping and Woman's Home Companion).

PHYSICAL CULTURE for January carried 27,027 lines of advertising.

There's a reason!

PHYSICAL CULTURE

*"The Magazine That Makes Good
on Keyed Advertising"*

119 West Fortieth Street,

New York City

O. J. ELDER, Business Manager

Western Representative

CHARLES H. SHATTUCK
770 Peoples Gas Bldg., Chicago, Ill.

New England Representative

METZ B. HAYES
Little Building, Boston, Mass.

	Columns	Agate Lines		Columns	Agate Lines
January 8-14			Totals for January (5 issues)		
Saturday Evening Post	426	72,426	Saturday Evening Post	2,120	360,608
Literary Digest	221	33,671	Literary Digest	1,084	166,315
Town & Country	118	19,970	Collier's	636	108,549
Collier's	112	19,043	†Town & Country	328	55,849
Leslie's	78	13,192	†Leslie's	199	33,919
Forbes	49	8,339	Christian Herald	193	33,472
Christian Herald	35	6,108	Scientific American	331	32,311
Life	40	5,730	Life	181	25,816
Scientific American	32	5,440	*Outlook	196	25,145
Outlook	31	4,692	Independent	157	22,930
Independent	25	3,641	‡Forbes	98	16,780
Youth's Companion	14	2,800	Nation	86	11,953
Judge	18	2,561	Youth's Companion	57	11,812
Nation	13	1,910	†Judge	40	5,880
Churchman	9	1,381	Churchman	47	6,919
January 15-21					
Saturday Evening Post	414	70,286			
Literary Digest	228	35,878			
Collier's	100	17,043			
Town & Country	97	16,570			
Scientific American	48	8,318			
Outlook	44	6,517			
Independent	41	5,983			
Christian Herald	30	5,180			
Life	32	4,615			
Nation	21	2,710			
Youth's Companion	9	1,950			
Churchman	12	1,710			
January 22-28					
Saturday Evening Post	441	75,098			
Literary Digest	216	32,882			
Collier's	97	16,639			
Leslie's	73	12,542			
Forbes	49	8,441			
Christian Herald	35	6,020			
Scientific American	34	5,990			
Outlook	40	5,978			
Life	29	4,153			
Independent	19	2,841			
Youth's Companion	9	1,975			
Nation	14	1,960			
Judge	13	1,927			
Churchman	8	1,193			
January 29-31					
Saturday Evening Post	421	71,737			
Literary Digest	228	34,802			
Collier's	93	15,934			
Leslie's	48	8,185			
Christian Herald	39	6,784			
Life	27	3,837			
Scientific American	22	3,818			
Independent	20	2,917			
Nation	19	2,710			
Youth's Companion	9	1,912			
Churchman	11	1,540			

* 4 issues. † 3 issues.

‡ 2 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

1 Motor	698	117,348
2 Ladies' Home Journal	520	104,080
3 Pictorial Review	427	85,525
4 Motor Life	526	83,261
5 Woman's Home Comp.	309	61,800
6 Good Housekeeping	417	59,755
7 System	411	58,892
8 American	397	56,859
9 Harper's Bazaar	322	54,248
10 Delineator	257	51,568
11 Popular Mechanics		
(pages)	223	50,016
12 Country Life	248	41,800
13 Woman's Mag.	201	40,294
14 Designer	201	40,280
15 Red Book	268	38,491
16 House and Garden	242	38,277
17 Vanity Fair	226	35,708
18 Popular Science		
Monthly	225	34,266
19 Physical Culture	238	34,034
20 Review of Reviews		
(pages)	142	31,808
21 World's Work	141	31,723
22 McCall's	153	30,665
23 People's Home Journal	140	27,952
24 Sunset	187	26,782
25 Modern Priscilla	159	26,712



The Quality Magazine for Boys

The magazine of your youth would never satisfy your son. That is why he has his own specialized magazine today.

And today's publication, to have any hold on him, must be built on **quality**. Anything less will not do.

The publishers of **BOYS' LIFE**, the Boy Scouts' magazine, recognize this to be fundamental, both for the subscriber and for the advertiser.

To this end we are building, with the help of authors and artists of real ability.

Look over your February **BOYS' LIFE**. Below are listed some of the contributors to be found in this number.

Authors

Richard Harding Davis	Dr. Wm. T. Hornaday
Ida M. Tarbell	J.-Allan Dunn
Lieut. Belvin W. Maynard	Capt. A. P. Corcoran
Dillon Wallace	Wilbur S. Boyer
Dan Beard	Edward Leonard

Rev. D. C. Lees

Artists

Charles S. Chapman	Remington Schuyler
Norman Rockwell	Clyde Forsythe
Brandon Campbell	Douglas Durr

BOYS' LIFE is the only publication covering the Scout field

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

The Quality Magazine for Boys

200 Fifth Ave.,
New York City.

37 South Wabash Ave.,
Chicago.

Member A. B. C.

"PRINTERS' INK'S FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

GENERAL MAGAZINES

	1920	1919	1918	1917	Total
American	56,914	28,648	23,595	23,595	132,752
Review of Reviews	31,808	22,268	15,246	26,264	95,586
World's Work	31,723	20,608	16,584	23,801	92,716
Red Book	\$38,491	\$26,044	\$19,564	7,504	91,603
Metropolitan	21,629	14,843	16,951	27,128	80,551
McClure's	26,336	16,023	14,676	21,406	78,441
Harper's Magazine	21,978	15,512	13,386	16,482	67,358
Cosmopolitan	19,705	18,905	27,964	166,574
Sunset	26,782	9,975	11,723	17,303	65,783
Scribner's	24,668	12,028	12,075	14,798	63,569
Everybody's	\$15,330	\$8,556	\$19,692	11,424	55,002
Century	17,472	10,598	9,290	12,258	49,618
Atlantic Monthly	18,160	10,335	8,053	12,739	49,287
Photoplay	\$20,687	\$13,417	\$8,782	5,726	48,612
Motion Picture Magazine	\$22,487	\$12,631	7,313	5,894	48,325
Hearst's	11,399	17,583	17,070	146,052
American Boy	15,393	12,000	7,700	10,916	46,009
Boys' Life	16,122	7,454	6,912	8,615	37,303
Boys' Magazine	7,435	5,010	5,351	5,511	23,307
Current Opinion	x3,664	x3,841	7,019	8,606	23,130
St. Nicholas	5,748	4,828	5,160	6,831	22,567
Munsey's	8,091	4,032	3,784	6,213	22,120
‡Changed from standard to flat size. xNew size. †3-year total.	430,918	289,775	269,344	316,248	1,306,265

WOMEN'S MAGAZINES

Vogue (2 issues)	106,440	67,776	62,266	82,701	319,183
Ladies' Home Journal	104,080	55,563	46,468	39,526	245,637
*Pictorial Review	x85,525	35,782	25,800	28,059	175,166
Harper's Bazar	54,248	27,367	29,861	46,921	158,397
Woman's Home Companion	61,800	36,200	27,960	27,193	153,153
†Good Housekeeping	†59,755	26,432	27,217	26,043	139,447
Delineator	51,568	27,972	23,628	19,483	122,651
Designer	40,280	23,447	19,555	16,795	100,077
Woman's Magazine	40,294	23,483	19,438	16,585	99,800
McCall's Magazine	*30,665	*23,800	11,826	13,050	79,341
People's Home Journal	27,952	14,800	13,941	15,200	71,893
Modern Priscilla	26,712	13,272	9,985	14,331	64,300
Mother's Magazine	12,200	10,150	10,212	9,462	42,024
Needlecraft Magazine	14,553	9,426	6,059	10,877	40,915
xDec., Jan., Feb. combined. †Jan and Feb. combined. *New size.	716,072	395,470	334,216	366,226	1,811,984

CLASS MAGAZINES

System	\$58,892	\$48,829	\$43,740	35,616	187,077
Popular Mechanics	50,016	34,660	29,728	45,500	159,904
Vanity Fair	35,708	23,832	26,664	46,206	132,410
Country Life	41,800	25,032	23,187	37,497	127,516
Popular Science Monthly	\$34,266	\$16,405	20,863	24,802	96,336
House and Garden	38,277	24,291	27,317	x89,885
Physical Culture	\$34,034	\$17,918	\$15,827	14,768	82,547
House Beautiful	18,007	8,502	11,087	13,037	50,633
Theatre	18,144	8,312	7,838	13,776	48,070
Field and Stream	9,363	7,081	8,150	9,937	34,531
National Sportsman	8,909	7,603	8,316	x24,828
Outing	\$5,420	\$4,574	\$5,730	5,494	21,218
International Studio	4,864	5,411	7,206	x17,481
‡Changed from standard to flat size. x3-year total.	352,836	200,009	230,119	289,472	1,072,436

WEEKLIES (5 JANUARY ISSUES)

Saturday Evening Post	360,608	*169,850	*141,931	*138,106	810,495
Literary Digest	166,315	*85,402	*61,228	*54,191	367,136
Collier's	†108,549	*156,959	*65,817	*81,457	312,782
Town & Country	\$55,849	\$41,505	\$40,732	\$52,882	190,968
Leah's	\$33,919	\$33,449	\$34,144	\$33,586	135,098
Scientific American	32,311	*22,578	*28,635	*30,688	114,212
Outlook	*25,145	22,266	22,859	36,935	107,205
Christian Herald	33,472	21,957	20,907	19,154	95,490
Life	25,816	15,264	18,226	*19,462	78,768
‡3 issues. †Smaller page size. *4 issues.	841,984	469,230	434,479	466,461	2,212,154

GRAND TOTALS 2,341,810 1,354,464 1,268,158 1,438,407 6,402,839

The 1920 Edition of the Standard Advertising Register

will be ready for delivery about March 1st.

The Register will show a number of improvements this year, chief among which will be a list of Trade-Marks, a new feature which will add materially to its value for reference work.

The Register will list nearly 10,000 advertisers with comprehensive information about their products, advertising personnel, Agency connections, media used and other data.

Price \$25 per copy
With Service . . \$75 per year

Order Now

Our first subscribers are still with us.

**NATIONAL REGISTER PUBLISHING
COMPANY, INC.**

1901 Times Bldg., New York City

Sales agents for Advertising Record Company

The Little Schoolmaster's Classroom

WALKING down a fashionable business street of the city the other day, the Schoolmaster observed a group of women gazing into the two windows of one of the many small high-class specialty shops. "Another bargain sale," thought the Schoolmaster as he approached and looked curiously at the displays. No, there were no flaring "marked-down" cards; no cause that the Schoolmaster could observe for this unusual interest. It was merely what appeared to be the usual tasteful display of such a shop—gossamer gowns and filmy waists, an underthing or two, a pair of silken hose.

Wonderingly the Schoolmaster observed the windows for several minutes; and there constantly remained between six and ten women before them. As some left, others stopped, attracted. The Schoolmaster had seen hundreds of displays of this sort, but while generally attractive, he had never observed the unusual interest this one appeared to arouse.

Listening to remarks, however, the Schoolmaster discovered what evidently was the secret. The attraction was principally four georgette or crêpe-de-chine waists—the Schoolmaster is not up on the technic of the thing—two of which graced each window. So far as the Schoolmaster's limited knowledge went, they were not more attractive than hundreds of others, nor were they greater bargains; but observing closely he decided that the thing which stopped the women was this: These four waists, among a display of other things set up at height on forms, were close against the window, upon low display frames. This brought them, as it seemed, within reach of the passerby's hand.

Mentioning the incident later to a friend who is display manager for a famous men's clothing store,

he said: "Mr. — (the former owner, now dead, who built up the business) used to say: 'Get the goods close to the window'; and to this day our style of window trimming has that unusual characteristic—the forms are placed close to the glass."

There may be a hint in this for advertisers who design window trims for their dealers.

Even the family of products idea has invaded the erstwhile staid columns of the Lost and Found Department. Witness this advertisement from a recent issue of the Boston *Transcript*:

"Lost—Saturday, January 3, in Cambridge or Boston, a gold pin, violet design, set with pearl. Very valuable to owner. Saturday, January 10, pair of buckskin driving gloves. During 1919, several books loaned from my library. Any returns will be suitably rewarded. Dr. Evangeline W. Young, 20 Charlesgate West, Boston. Tel. Back Bay 7000."

Most advertisements of men's clothing have a certain monotonous sameness, but it is always possible to put a new angle on them. Nearly all of them at present emphasize the quality or the price of the product. But the Marshall Field "Store for Men" in Chicago recently found a way to advertise a service. In large space it ran a wash drawing of a stout, healthy-looking business man. Underneath was this copy: "He weighed 270 pounds—the hotel lost his suit."

"He was from out-of-town and stopping at a hotel. He sent his suit to be pressed that night and it was lost. Had always had his clothes made for him. Didn't suppose anyone carried sizes large enough to fit him."

"He got us on the wire, and we took several suits to his room and had no difficulty in fitting him perfectly."



OPLEX SIGNS

In Hood Tire Advertising

THE Hood Tire Company was one of the first large national advertisers to see possibilities in Oplex Electric Signs.

For several years this company has been using them in large numbers to tie its national advertising to the place the tires can be bought.

Oplex Electric Signs have raised, snow-white glass letters standing out from a dark background. They are perfect day signs as well as night signs. When illuminated each character stands out of the darkness a solid letter of light—no broken outlines. Oplex Signs have greatest reading distance.

Trademarks can be perfectly reproduced in the raised Oplex characters.

Tell us something of your sign problem and we shall be glad to send you a sketch showing how your Oplex Sign will look.

The Flexlume Sign Co. Electrical Advertising
1439-46 Niagara St. Buffalo

Pacific Coast Distributors
Electric Products Corp.
Los Angeles, Cal.

Canadian Distributors
The Flexlume Sign Co., Ltd.
Toronto, Ont.

GEORGE SETON THOMPSON CO.**Sales Promotion Literature**

Planning—Copy and Art—Printing—Mailing
Booklets—Circulars—Catalogs—House Organs

122 WEST POLK STREET
Wabash 7316 CHICAGO

When you advertise**IN PHILADELPHIA**

don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the

RETAIL ~~and~~ LEDGER

Twice a Month; Sub. \$1.00 a Year

Price \$1.00 "PHONE" WITHOUT BEING OVERHEARD

Live
Agents Wanted

Wonderful Sanitary whispering telephone mouthpiece enables you to talk freely without being overheard. Hold secret conversation. Every advantage of a booth telephone. Sent postpaid for only \$1.00. Money back if not more than pleased.
THE COLVETT LABORATORIES
575 W. Washington St., Chicago, Ill.

10,000 Letter Heads \$25.00

Extra good grade bond paper. Highest quality printing. Dust proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

Sprinkle Brothers, Printers

Martinsburg, West Va.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1.00 for 6 months.

POSTAGE, One Madison Ave., N. Y.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

"Not only in suits but in every other article of apparel. This is a distinct service for men of unusual proportions."

That is the kind of an ad that is calculated to bring others besides fat men to the store. It offers not only goods but service—and men are willing to pay for service.

* * *

The need of exactitude in copy have been often pointed out. It is more necessary than ever to-day to be absolutely specific. And the rule applies to the customer, too.

In these days of great variety of merchandise, and the multitude of divergent products gathered under one roof, the buyer must specify.

"I want to look at some ranges," said a shopper recently.

"Certainly, madam," replied the polite floor-walker; "rifle, kitchen, or mountain?"

* * *

What is recited here happened in a small Southern town. A grocer was coaxed into discussing an advertising campaign and advertising in general.

He contended that there is much waste. He insisted that modern advertising should have some extra "hook" or ingenious idea to make it really efficient.

The Schoolmaster knows that at this same time, five campaigns were being conducted in that same town by manufacturers whose sole purpose was to move goods from counters in grocery stores.

This advertising was paid for by the manufacturer. The grocer himself was not asked to bear any part of the expense. "Simply stock up," was all that they ever said to him.

The grocer in question had made a study of advertising. He

Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

Wanted

An Advertising Agent

We spent over \$100,000 in 1919 in advertising. We are spending more this year. We will spend many times that amount in the near future. We have years of prestige with the public and the trade. We are prosperous and firmly established, but we want a faster increase in sales.

We want to get in touch with an advertising agency where there are some real selling ideas, which are neither archaic nor of the get-rich-quick school. Any agency can get up pretty advertisements, and have them printed. We can do it ourselves. Also we are fed up on conversation about "service." We want someone who is a real asset to our advertising, not just a tax of fifteen per cent on the budget.

Whoever is our advertising agent we plan to double our business this year. With our product, our distribution and our prestige there is no reason why we should not triple it. Frankly we do not see just how to do it. Perhaps some agency will. If you think your agency is different from the regular run let's hear from you.

Considering what our agency is going to clean up on our account in the next ten years we feel that we ought to get a few constructive ideas. If none are available we would rather do the best we can ourselves, and deal with someone on a purely brokerage basis.

Write fully the first time if you mean business. Address

"P.N." BOX 75

care of PRINTERS' INK

Opportunity—

for young man, after proving his worth, to become a member of the firm in an established advertising sign business. Work of an all around nature, consisting of office routine, correspondence, and assisting in selling.

In arranging for appointment state qualifications and salary expected.

Address O. D., Box 74, Printers' Ink

Market News

A Monthly Trade Paper
FEATURING 5¢ TO \$5.00 MERCHANDISE

What have you to market that can be retailed from 5c to \$5.00 ??? ? ?

Sample Copy on Request
438 BROADWAY. NEW YORK CITY

BUILDINGS
and BUILDING MANAGEMENT
reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.
City Hall Square Building, Chicago

ART IDEAS

FOR NEWSPAPER
& MAGAZINE
ADVERTISEMENTS
..POSTER..

Studio of
ALFRED JACKSON
116 W 39th St—New York



YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS

B & B SIGN CO., INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

**Advertising
Electros**
Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marguerite Bldg Chicago

implied that a great many campaigns were too conventional.

"In my own business," said he, "I find I must continually introduce some clever stunt in my window displays, the signs that I print myself and in my local newspaper work. Anything to give it flavor and life. As an example: I had a special sale of gelatine. My wife made up a big dish of it and she put a Kewpie doll in the centre of the mold. That one silly little scheme attracted more attention than anything we ever did.

One campaign running in the papers in town approximates my idea of this ingenious plus advertising.

"Jiffy-Jell has prepared a series of special advertisements, in which the product is somewhat secondary to a number of household helps. At the top of the ads are line pictures of a little aluminum measuring cup. This is given away free. The customer can secure one by sending in two clipped trade-marks from container labels. This is merely an indication of good faith—that the person is using Jiffy-Jell. But the advertisement does not stop with this: there are other inducements.

"The concern has originated a series of twelve attractive dessert molds. One is pictured in every advertisement. 'We want Jiffy-Jell served in an attractive manner; that is why we have originated these molds' says the text.

Dominates Its Field
LOS ANGELES
EVENING HERALD

Circulation
123,305
DAILY

Member A. B. C.

"Now I do not claim that these are new ideas, but I do say that they represent the sort of added idea that makes people answer advertising and react to it favorably. Those advertisements had not been running two days before I began to sell more Jiffy-Jell than I ever did before."

* * *

"One of the most striking window displays I ever saw," said the returned traveler to the Schoolmaster, "was in a chocolate shop on Bond street, London."

"The entire window was lined with beautiful purple velvet. In the center was a big, exquisitely chased silver tray on which were three small chocolates."

"With them was a small, neat card on which was inscribed,

"We hope we don't intrude."

"There was nothing else in the whole window space."

An English-Language Daily in the Caucasus

Some of the personnel of the Near East Relief have established the *Near East News* in Tiflis, capital of the Georgian republic. The four-page paper, published daily except Sundays and holidays, is said to be the first English-language newspaper in Western Asia. Its subscription price is 300 roubles a month, or \$154.50 in American money at the pre-war exchange rate. However, roubles are not valued thus highly in the Caucasus just now.



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Paper Clip on the market
Pat. Dec.
12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	10c per 1,000
100,000.....	8c per 1,000
500,000.....	7c per 1,000
1,000,000.....	6 1/2c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

DESIGNING and LETTERING *for those who desire the best.*

DEININGER

262 W 24th St. New York
Telephone. Chelsea 1930

Summa cum laude

They told me it couldn't be done, but my sales promotion methods that call a fact a fact, and ignore the foolish fur-below of pretty advertising, quickly put my corporation over the sales top. Now I am ready to leave my position (where I have made good "with highest honors") as advertising and sales manager of a good-sized manufacturer, to handle some difficult, and "peculiar" problem for a manufacturer who is willing to entrust his advertising, or sales, or both, to a man who gives everything he has to his work. 7 years' advertising and sales experience; American, married; substantial salary to start, and a guarantee of an increase dependent upon tangible results.

Address: RESULTS, Box 73, care of Printers' Ink

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3 1/4 x 6 1/4 in.	\$8.00
Each additional thousand	1.50
1000 4-page Folders, 4 x 9 in. . . .	10.00
Each additional thousand	3.50
1000 4-page Folders, 6 x 9 in. . . .	13.00
Each additional thousand	4.50

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

525 So. Dearborn St., Chicago

SALES MANAGEMENT



A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information.

Single Copy 25c \$2.50 a year.

SPECIAL OFFER: Send one dollar for four months trial subscription and FREE assortment of (Hartman's) Salesmen's directory (also used by notably successful salesmen to overcome such objections as "Not interested," "Come back later," etc. \$1.00 back on request).

The Hartman Corporation, 1228 South Wabash St., Chicago

"GIBBONS Knows CANADA"

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Wanted—Experienced display advertising solicitor on large N. Y. State morning paper. Plenty of opportunity for advancement. College man preferred. Address Box 516, Printers' Ink.

WANTED—Young man with some copy experience to assist in the preparation of trade journal copy in the advertising department of a manufacturing company located in Ohio. State age and experience. Box 507, Printers' Ink.

Advertising solicitor wanted on a well-known trade paper. If you have had experience in selling space, get in touch with us. Drawing account and commission basis. Plenty of good leads furnished. Box 509, Printers' Ink.

Important educational institution has permanent position for high-class salesman capable of earning better than six thousand a year. Give full particulars in first letter. All information strictly confidential. Address 607 Lafayette Bldg., Philadelphia, Pa.

Printing Salesman

WANTED FOR MONTREAL, CANADA, by establishment doing highest grade of Direct Advertising—solicitor capable of securing and holding customers. Should know printing technique and be capable of planning advertising matter.

Desbarats Printing Company, Limited,
302 Lagachetiere West, Montreal

Wanted Adv. Manager

Largest national advertiser in its line. Specialties sold to shoe and drug trade. Requires services of high-grade, thoroughly experienced advertising manager. Must know media-dealerhelp and progressive sales and merchandising plans. Must have broad vision and the ability to write strong, forceful copy, and get up attractive layouts. Steady position with a future. Located in Chicago. Give full details as to experience and salary wanted. Box 528, Printers' Ink.

TWO ADVERTISING MEN WANTED

One with the ability to earn \$5,000 per year.

Another with the ability to earn \$10,000 per year, experienced in automotive advertising and in conducting trade promotion work on manufacturer and dealer. Agency experience desirable but not insisted upon.

When writing address J. A. Wales and mention experience, reference, and salary required.

WALES ADVERTISING CO.,
141 West 36th Street, N. Y.

WANTED—A high grade man (under forty) for Southern representative and manager of our Greenville (S. C.) office. State experience, references and salary required. Textile World Journal, 334 Fourth Ave., New York City, N. Y.

COPY WRITER

An opportunity to locate with the strongest agency in the great Southwest, where advertising is increasing by leaps and bounds. Experienced, all-around agency copy man wanted at once. Send samples and full details, stating salary required. Box 530, Printers' Ink.

WANTED BUYER OF PRINTING AND ENGRAVING

Agency of nearly fifty years' standing in New York offers opportunity to a young man who knows engraving from line-cuts to process plates and printing with equal thoroughness. If your experience warrants an application, give complete business and personal history, as well as references. References will not be used until after personal interview. Box 506, Printers' Ink.

Wanted Advertising Solicitor for a Building and Architectural trade journal. He must naturally be a worker and producer—one preferred with experience in the building business, who is familiar with marketing building materials and contractors' equipment.

To the man who can qualify and handle the business in the eastern territory, with his headquarters in New York City, there is a genuine opportunity. The policy of this organization is to take its worth-while men into the company, making it possible for them to become stockholders. All matter regarded strictly confidential. Give complete resumé of your experience and state salary desired. Box 525, Printers' Ink.

Circulation Manager

A proposed weekly of international affairs to be published in New York by a well-known publishing house offers an unusual opportunity for a man of capacity as Circulation Manager. He will have a free hand in organizing the circulation department and must be able to build up a high-grade circulation by dignified methods.—Box 524, Printers' Ink.

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Advertising Service wants a live man experienced in mail campaigns, capable of selling, analyzing, writing and developing. A good opportunity for the right man to become interested in a business. One preferred who has an account. Communications strictly confidential. Box 537, P. I.

WANTED—An ambitious young man between 28 and 35 with advertising experience, retail hardware experience and at least high school education, capable of writing copy, planning window displays, familiar with modern retail hardware merchandising methods. Write full particulars in first letter, giving education, experience, references, salary required. Good position for right man. Box 503, Printers' Ink.

MANAGER FOR MAIL ORDER DEPARTMENT OF A PROMINENT JEWELRY CONCERN, N. Y. C. ONE THOROUGHLY EXPERIENCED IN THE MAIL ORDER BUSINESS. CAPABLE OF ORGANIZING, SYSTEMATIZING, ETC. POSSIBILITIES FOR ADVANCEMENT LIMITED ONLY BY YOUR OWN ABILITY. STATE AGE, SALARY, EXPERIENCE. IF YOU HAVE ANY EXPERIENCE IN SELLING DIAMONDS, WATCHES AND JEWELRY BY MAIL DO NOT HESITATE TO APPLY FOR THE POSITION. BOX 515, PRINTERS' INK.

A Middle West Newspaper
Publishing Evening and Sunday Morning
in a city of 140,000
with a circulation of 60,000
requires the services of an
Experienced Classified Advertising
Manager.

This man should be between 25 and 30 years of age and have a successful record behind him in that capacity. He must have a wonderful appetite for work, he must be logical in his thinking and he must be able to build along substantial lines. If you have such a record and have the determination to win, answer this advertisement immediately, furnishing references with first letter and name amount of salary on which you would be willing to start. Box 505, P. I.

WANTED

Experienced space salesman for New York. Must be able to earn his salary, and by earning it can make it as big as he will. An unbounded opportunity for the man who has vision enough to see it, ambition enough to work, and is sincere. We also want an experienced space salesman to maintain our Chicago office. Must be man who can show results, who will be on the job every minute, whose goal will be at least a Directorship in the biggest advertising development that has arisen in years; and most important of all, a man who will work more conscientiously because he is a thousand miles from the Home Office and is entirely "on his own." Box 511, Printers' Ink.

WANTED—Chamber Commerce, Cambridge Springs, Pa., wants young salesman, capable building own future as part or controlling owner. Standard Trailer Company, same city. Capitalization \$15,000, one-third issued. Owns factory. Large stock on hand. Conservative inventory dollar for dollar with liabilities including issued stock. Product best built. Your investment advisable. Chamber will attempt secure proxies many stockholders for your control. You must know sales. Box 510, Printers' Ink.

Live Wire Correspondents Wanted

Two young men wanted to fill positions of sales and collection correspondence with large progressive mail order house. Must have initiative, tact and ability to make a future. Salary commensurate with experience; write in own handwriting, stating age, experience, present connection, if any, salary, etc. Application will be held strictly confidential. Box 538, Printers' Ink.

Good Opening for Cub Copywriter

New York agency executive who has helped to train several copywriters for bigger jobs needs systematic, promising assistant.

Direct-by-mail, trade paper or other writing and layout experience necessary; leaning toward reason-why style, plus some knowledge of printing and engraving desirable.

Because of training, starting salary only \$30 per week, but the right young man need not worry about the future.

Write full particulars in confidence; send samples of ads or booklets and letters, which will be returned. Address: "Right Hand," Box 536, Printers' Ink.

COLLECTION CORRESPONDENT.

We are seeking a man to assume the responsibility for collections in our Department of Accounts.

He should be a man of education, initiative and thoroughly experienced in this work; all other things being equal, we might show preference to one with some department store experience.

We are seeking a man who can infuse a pleasing personality into his letters and achieve results in collections that will at the same time retain the good-will of every account. He should preferably have some experience in adjusting claims and handling Government accounts.

If you feel that you are big enough to make a success of this unusual opportunity we shall be glad to arrange an interview.

All applications should be made by letter, stating full details, to the
DEPARTMENT OF ACCOUNTS.

**BLOOMINGDALE BROTHERS,
59th ST. AND LEXINGTON AV.
NEW YORK**

Advertising Salesman

We want an energetic, experienced, and successful advertising salesman to sell our service and space in the Texas and Louisiana oil fields. New territory with unlimited possibilities. Liberal remuneration. Give full particulars of ability and past experience first letter. Associated Advertisers, Suite 306-8 Crowds Bldg., Fort Worth, Texas.

WANTED: Man with experience in country circulation methods, especially familiar with single mail subscription work, to be manager of country circulation department on leading daily in City of over 500,000. Address, stating age and experience,
BOX 504, PRINTERS' INK

AN ADVERTISING MANAGER

is needed for a new magazine in the New York field. He must be a man capable of hard work and enthusiasm for a worthy end, and must have a background of experience in the selling of advertising. He should also be able to assist advertisers in planning of campaigns and preparation of advertisements.

This man will find a great opportunity to be developed largely by his own efforts and paid accordingly.

Box 529, Printers' Ink.

MISCELLANEOUS

ARTIST

Easel room available without rent for good commercial artist; some work guaranteed. Room 503, 20 Vesey Street, New York.

SALES LETTERS

THAT GET THE BUSINESS THEY GO AFTER ARE THE KIND I WRITE. BOX 533, PRINTERS' INK.

WANTED

TO PURCHASE A COPY OF PARSONS' "PRINCIPLES OF ADVERTISING ARRANGEMENT." A.W.E. BOX 518, CARE OF PRINTERS' INK.

For Sale—Monthly trade journal, established 1911. Can show signed contracts from large national advertisers for 1920. Large field for high-class paid circulation. Takes \$13,000 to buy, half cash. Reasons for selling gladly given bona fide buyers with money. Copy on request. Address C. E. G., care Box 539, P. I.

ADDRESSOGRAPH EQUIPMENT:—2 Power Addressographs with Listing Attachments; 1 Hand Graphotype; 2 Oak Filing Cabinets, 36 Drawers each; 2 Sanitary Bases; 1 Oak Cabinet, 6 Drawers; 79 Metal Drawers and 11,400 Card Index Frames. Will sell for \$500.00 cash. Would cost today, if new, \$1,000 or more. Address Box 519, Printers' Ink, Downtown.

4,000 Names Moneyed Retail Buyers—List covers richest workers on face of globe, in Greater Wilkes-Barre, world's coal capital. No dead ones. Checked up to January 1. Enclose check for \$6.00. Glenn, 648 Miners Bank Bldg., Wilkes-Barre, Pa.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Printers' and Bookbinders' Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City



POSITIONS WANTED

ADVERTISING—Young man, with 7 years' experience, employed at present, desires position with another agency to show genuine ability and practical experience. Box 521, Printers' Ink.

If your present advertising does not pay Let me show you a better way. I criticize and analyze And prove it pays to advertise.

Slogans too for each of you.
Rhymster Service, Box 520, P. I.

Executive's Assistant in adv. agency seeks change. Has bought art work, engraving, printing. Writes good copy. 3 years' mechanical experience. Age 25; married. Wants job with plenty of opportunity. Box 514, P. I.

CIRCULATION MANAGER desires position. Twelve years' newspaper experience; ex-A. B. C. Auditor. Present field limited. Past record and references first class. Address Box 517, P. I.

Advertising Salesman in Chicago territory or with a special representative; six years' successful record in this field, impressive and qualified to meet your requirements. Box 513, P. I., Chicago.

ON PART TIME

Man experienced in newspaper, magazine, trade paper and direct mail advertising with big N. Y. firms open for part time as advertising counsel and writer. Reasonable rates. Box 515, P. I.

Technical Ad-writer, several years' experience, thoroughly familiar with technical media, good copy and layout man; knows printing, engraving and typography; wants a man-sized job with firm or agency. Box 508, Printers' Ink.

Executive, age 25. Past four years advertising manager progressive national advertisers. Copy writer of unusual ability. Understands dealer co-operation and mail order game thoroughly. Bought good printing, engraving photography. Immediate connections. Box 534, P. I.

Circulation Manager

Woman with proof of marked success as circulation manager of paper sold by mail only would like similar position with live magazine offering chance for advancement. Box 24, Station G, New York.

WRITER OF ADVERTISING with motive power and publicity that "gets across" desires connection in keeping with his ability. Has made commercial investigations and reports, planned advertising campaigns and successfully conducted important publicity campaigns. If you have a marketing or publicity problem write Box 532, care of Printers' Ink.

Wanted—Position as secretary by a man of good appearance and with highest credentials. Long experience in England and Canada, both in business and political secretarial work. Well educated, a good correspondent, stenographer and accountant. A good salary required, but I can make myself worth more than double the salary I ask. Let me relieve you of routine details. Address H. K. McCann Co., Limited, 14 King St., E. Toronto.

Class A Trade Paper Publishers

Well organized and aggressive office in New York is in a position to take on one more publication in the Eastern Territory, offering full representation by experience and successful solicitors.—Box 527, P. I.

Young man, 22, a rock-bottom thinker of very broad business ability, studying advertising at N. Y. U., art student; originality, initiative, well educated; desires position as assistant to copy and layout man; will gladly submit samples. Box 531, Printers' Ink.

Able advertising solicitor wants position. Agency or publisher. 15 years' experience. 8 years with present firm. Have record of achievement; large acquaintance in Chicago and St. Louis; highest references from heads of large agencies and present employers. Change voluntary and with good reason. Age 35, married. Address A. B. D., 833 People's Gas Bldg., Chicago, Ill.

SALES EXECUTIVE

Age 37. 10 years with present house, desires a final change. Thoroughly conversant with marketing in all its manifold phases of selling, distribution and advertising. Can develop new trade channels, improve selling and distributing methods, select and inspire salesmen, and produce orders. L. George, 297 Macon St., Brooklyn, N. Y.

Advertising Man Available

Over ten years' experience on leading national publications, both as department executive and solicitor. Knows fundamentals and details of advertising and merchandising. Thoroughly familiar with printing, engraving, etc. Correspondent. Master of detail. Age 27. Seeks position as assistant to big agency principal or with large manufacturer. Box 522, P. I.

Correspondence Reformer

That rarest of rare birds—a highly trained correspondence specialist who has the natural flair, the bit of something not to be expressed, which gets under the skin of the man or woman you want your letters to reach. Executive experience with big business. If YOUR house correspondence hasn't been delivering the goods, now is a good time to pick up a first-class correspondence reformer, at \$4500 per year. Box 526, Printers' Ink.

An Able Sales and Advertising Executive

invites correspondence from a high-grade organization in need of Sales and Advertising Manager, or Eastern Representative, in Philadelphia. His present position is with a nationally known institution, where he has obtained exceptional results in developing and directing merchandising salesmen and in writing sales producing literature and planning sales campaigns. He is considered aggressive, tactful, a good organizer, and has a personal sales record that will merit the serious consideration of anyone about to make a responsible appointment. He prefers Division Salesmanship, but will consider any Sales or Advertising proposition for which he is particularly fitted. Box 523, Printers' Ink.

Table of Contents

PRINTERS' INK, February 12, 1920

- Training Men to Handle a Diversity of Products.....	3
Based on an Interview with <i>Adrian D. Joyce</i> President of the Glidden Company	
Why Doesn't Dress Association Try Advertising to Remove Glut?.....	17
- What the Final Consumer Can Tell You About Your Product.....	23
<i>Roy Dickinson</i>	
- What Chance Has the Small Producer?.....	33
<i>Roy W. Johnson</i>	
Advertising Success Causes Change in Product's Name.....	41
2,800,000 Pieces of Printed Matter Helped Y. M. C. A. Sell Thrift.....	44
- "Unprofessional" Advertising That Builds for Future Sales..	49
<i>C. P. Russell</i>	
Poster or Persian Garden?.....	57
<i>S. C. Lambert</i>	
Peopling the Advertisement With Characters That Really Live.....	59
<i>W. Livingston Larned</i>	
Goulds Advertises to Win Public Appreciation of Pumps.....	69
<i>A. D. Albin</i>	
- The Two-Price Policy That Hurts the Little Dealer..	77
<i>By a Country Druggist</i>	
- Advertising to Justify the Jobber	79
<i>Leon Allen</i>	
- "Meet Me At 9:16 A. M.".....	89
<i>A. H. Deute</i>	
- \$200,000 a Year to Put Into Advertising If Some One Will Show Them How.....	97
<i>Arjay Davies</i>	
- Retailers Want a Standard Order Form.....	100
The Three Gardeners.....	105
<i>Harry Varley</i>	
- Postal Authorities Inquire into Methods of Distributing Mail-Order Catalogues	111
More Milk for Children, Purpose of This Campaign.....	117
When Will Theatrical Advertisers Break Away from the Conventional?..	120
<i>W. H. Heath</i>	
How the Money of Europe Lost Its Purchasing Power....	128
<i>Robert L. Duffus</i>	
Government Advertises to Change Nation's Flour Consumption Habits....	136
- Catching the Housewife's Imagination.....	144
<i>Helen A. Ballard</i>	
- Truth, Advertising and Better Merchandise.....	152
<i>George French</i>	
- The Sales Letter with the Persuasive Appeal.....	161
<i>E. P. Corbett</i>	
Florida Has an Advertising Awakening.....	173
<i>F. W. Northrup</i>	
Editorials	186
Is Advertising Discounted?—The Ad-Grafter Is Around—PRINTERS' INK and the Big Executive—Able Competitors.	
Summary of Advertising in Magazines for February.....	193
"Printers' Ink's" Four-Year Record of February Advertising.....	198
The Little Schoolmaster's Classroom.....	200

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained by the Thos. Cusack Co., at

CHICAGO

PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO
MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA
MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR
ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN
ASHTABULA
ALTOONA
LORAIN
SOUTH BEND

NEW YORK

ST. LOUIS
PITTSBURGH,
WASHINGTON
MILWAUKEE
KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON
CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT
ROCK ISLAND
MOLINE
BALTIMORE
ELKHART

Thos. Cusack Co.

Chicago

New York

National Advertising

In national advertising The Chicago Tribune during 1919 printed substantially more lineage than the next two Chicago newspapers combined.

Reaching one family in five in the states of Illinois, Indiana, Iowa, Michigan and Wisconsin—a territory where one-sixth of the people of the United States possess one-fifth of the total wealth—The Chicago Tribune is in this vast territory the leading medium for national advertising.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Hess Bldg., Los Angeles

Circulation 425,000 Daily, 725,000 Sunday

